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THE STUDY OF CONSUMER BEHAVIOR AND THE  
EXPLORATION OF FACTORS INFLUENCING PURCHASE  
DECISION ON JAPANESE FACIAL SKINCARE PRODUCTS  
An empirical study from Thai consumer's perspectives

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## Summary

The study attempts to deeply understand consumer behavior of Thai people with respect to Japanese facial skincare purchase, as well as to explore the critical factors that influence purchase decision on Japanese facial skincare products in beauty stores in Thailand. The theoretical frameworks of consumer behavior and purchase decision are constructed into a conceptual model exercised for this study. The quantitative research is set up as research methodology with various statistical methodologies including descriptive statistics, cross tabulations, reliability test, univariate analysis, correlation analysis and multiple regression, employing to investigate all research questions and hypotheses. While the population is specifically to Thai consumers, the sampling is narrowed down to those who have purchased Japanese facial skincare products in beauty stores in Thailand in the past six months. Well-qualified samples of 109 respondents enter to the model for this study.

Regarding to consumer behavior, the study is found that female consumers pose a great opportunity in Japanese facial skincare purchase than male consumers in several perspectives such as frequency of purchase and expenditure. Watsons play a major role in the outstanding store retailer

in Thailand, where consumers often visit to purchase Japanese facial skincare products. Cleansing, sun-screen and facial mask are top-three categories of Japanese facial skincare products in which Thai consumers often purchase. SNS and people around consumers are effective communication channels for both genders. In addition, Thai consumers seem to trust themselves when selecting and purchasing Japanese facial skincare products instead of trust to others.

Regarding to factors influencing purchase decision, country of origin and customer experience are the strongest predictors of purchase decision on Japanese facial skincare products. Other examined factors including quality perception, physical outlook and reasonable price are; in addition, found to be marginally related to purchase decision. Unexpectedly, third-party endorsement is found to be uncorrelated with purchase decision.

The findings of this study might ignite the suppliers to know high-demand products, the manufacturers to develop skincare products to precisely satisfy Thai consumer's needs, and the marketers to strategically and practically communicate information to the target audience; simultaneously, Thai consumers will also benefit from increasing in skincare product choices.

<Inside Cover>

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## CHAPTER 1. INTRODUCTION

### Section 1. THE BACKGROUND AND THE MOTIVATION OF THE RESEARCH

Thailand's cosmetics market was valued at approximately \$4.36 billion in 2016, 6.5% increased from 2015 (Export Gov, 2017). In cosmetics market, Shared Research (2018) has categorized cosmetics into five main product definitions including: skincare, base products, make-up, body-care and hair care, in which each category has additional sub-categories and its classifications. Skincare products play an important role in cosmetics industry, counting 45.4% of total cosmetics industry, in which 83% of revenue coming from facial skincare (Export Gov, 2017). In Thailand, the cosmetics industry has been continuously growing; as a result, Thailand has become one of the largest beauty markets in Southeast Asia (Export Gov, 2017). In addition of imported and local skincare players, Japanese skincare is one of the key players in cosmetics market in Thailand.

As can be seen from recent expansion of Japanese-brand beauty stores such as Matsumotokiyoshi and Tsuruha in Thailand, Japanese skincare products seems to be greatly popular among Thai consumers. Does this viability suggest business opportunity of Japanese skincare products to grow up in Thailand market? Why do Thai consumers purchase Japanese skincare products? What is consumption pattern of Thai consumers in purchase of Japanese skincare products? All of these questions lead to the motivation for this study.

Walking through previous empirical researches of skincare and cosmetics, there are several topics that have already studied in Thailand; for example, purchase decision on foreign makeup and cosmetics (Anantaya & Sirada, 2009; Nussara, 2007), purchase decision on luxury cosmetics (Ornpichha, 2015), or purchase decision on made-in-Korea cosmetics (Jiraya, 2015; Rossarin, 2011). However, made-in-Japan skincare products shelved in beauty stores in Thailand have not been studied yet. Therefore, the researcher intends to expand the branch of knowledge in this area, focusing particularly on Japanese facial skincare products. Finally, the research topic is set up for these reasons.



## Section 2. THE PURPOSES OF THE RESEARCH

The attempts of this study are to delve into Thai consumer behavior with the aim to explain how Thai consumers think and value Japanese facial skincare products, reflecting from purchase behavior, as well as to explore what are the critical factors that influence purchase decision on Japanese facial skincare products. Theoretical frameworks of consumer behavior and purchase decision reviewed from previous empirical studies are polished and consolidated into the conceptual model in order to examine purchase behavior and to investigate various factors that impact on purchase decision in different corners. In addition, the model is experimented using recently-kept data from Thai consumers who have purchased Japanese facial skincare products in the past six months at the time that research is conducted.

## Section 3. SIGNIFICANCE OF THE STUDY

This study will draw a picture of present Thai consumer behavior as well as factors influencing purchase decision on Japanese facial skincare products. The significance of study is described as following;

1. This study will provide an insight of Thai consumer behavior from purchasing Japanese facial skincare products with different aspects covering purchase frequency, expenditure, product type, purchase location, communication channel, and influencer.
2. In addition from consumer behavior, the study will discover the critical factors influencing on purchase decision. The prospective factors based on theoretical frameworks include country of origin, quality perception, physical outlook, reasonable price, customer experience and third-party endorsement.
3. The understanding of consumer behavior and factors influencing purchase decision on Japanese facial skincare products will be vital for the entrepreneurs, importers and suppliers regarding to imported product entry and market potential in the cosmetics industry in Thailand. By looking to this study, the result will figure out what kind of

Japanese facial skincare products have already penetrated into Thailand market, and will discover what kind of products have an opportunity to expand. This will excite the skincare market in Thailand and also benefits to Thai consumers in term of increasing consumer choices.

4. The study will suggest the manufacturers for future product development in order to precisely satisfy to Thai customers and local lifestyle by observing from the result of consumer behavior and impactful factors of purchase decision.
5. The study will advise the marketers in developing appropriate strategic marketing plans in order to communicate directly to the right audience.
6. The study will pose a new edge of consumer behavior and purchase decision, which future researchers might utilize the findings to establish and improve a brunch of knowledge in this field or challenge the limits of this study.

#### Section 4. RESEARCH QUESTIONS

Two primary research questions are conducted and investigated as following;

- RQ1. How is Thai consumer behavior in purchase of Japanese facial skincare products in beauty stores in Thailand?**
- RQ2. What are the critical factors influencing purchase decision on Japanese facial skincare products in beauty stores in Thailand?**

#### Section 5. TERM DEFINITION

**Facial Skincare Product:** The skincare products which are specifically used on the face area covering to around eye and neck. The type of facial skincare products; for example, are cleanser, moisturizer, sun-screen and etc.

**Beauty Store:** A place where cosmetics, skincare, supplementary, household product, medicine and beauty-related products are sold under the same site. The examples of beauty store in Thailand include Matsumoto Kiyoshi, Tsuruha, Watsons, Boots, Eve and Boy, Beautrium and etc. Drugstore,

personal care store, cosmetics store or other stores which similar products mentioned above are sold is also considered “beauty store” for this study.

## **CHAPTER 2. LITERATURE REVIEW**

The following section will describe various theories, empirical studies and previous literatures with respect to the factors that will be considered in this study. Research questions and hypotheses will be set up along with this section.

### **Section 1. DEMOGRAPHICS**

Demographics is a fundamental factor for understanding and estimating consumer profiles in various areas including gender, age, address, education, career, personal income and marital status. Most of the studies indicated that gender is the most distinguished factor, which could separate consumer behavior and purchase decision (Pavinee & Phatnaree, 2011). Age is another significant factor that could differentiate consumers into each cluster, in which the researcher will be able to understand consumer behavior in each generation (Fowdar, 2010). McLain & Sternquist (1991) indicated that younger generation tends to more interest in foreign-made products than older generation; therefore, age is included into the model for studying. Furthermore, address is used to evaluate potentially purchasing power based on location, where consumers who live in urban area are assumed to have higher income and higher purchasing power than consumers who live outside urban area (Arieh, 1974). Education level is also discovered to be involved with perception of the products. Fowdar (2010) mentioned that if consumers have a higher level of education, ethnocentric degrees will be lower, implying that they will have several perspectives regarding purchase decision on any particular products. Career is further added to reflect consumer's degree of consumption and consumer's lifestyle, in which most of the studies found that higher personal income level has positively and directly related to purchase decision, especially on imported products (Fowdar, 2010; Ai-Sulati & Baker, 1998). Last but not least, marital status could affect to a consumer's ability to purchase foreign-made products with different concerns; in which single consumers tend to spend much money in purchasing higher-price products than consumers who have family or children (Pavinee & Phatnaree, 2011).

## Section 2. CONSUMER BEHAVIOR

Theoretically, consumer behavior is defined as “the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives.” (Paul & Jerry, 2010; Peter, 1995). In economics perspective; moreover, George (1968) defined this term as the allocation of expenditures on proportional income based on consumer’s rationality; whereas, Deaton and Muellbauer (1980) defined it as the choice of opportunity and preference. In marketing perspective, consumer behavior is involved with preference and how preference has occurred from consumer’s mind as the main construct (Raffaele & Simona, 2002). The analysis of consumer behavior could be conducted in several viewpoints, which can be measured into both numeric and non-numeric value. For example, satisfaction could be measured as purchase frequency (Gustaffsson, Johnson, & Roos, 2005), consumers' willingness to pay could be measured as expenditure (Homburg et al., 2005), or influence could be measured as social influencer (Patrali, 2011), in which all of them are significant to purchase decision. In addition, consumers are able to receive information of the products from advertisement as per suggested the concept of consumer’s involvement stating that “a consumer can be involved not only with a product, but also with consumption of the product and purchase decisions (or the process of purchasing) for the product and advertisements (or communications) for the product” (A. O’Cass, 2000; Mittal, 1989).

For these reasons, the definition of consumer behavior of this study is concluded as “the activities that people engage in when selecting, purchasing and using products or services to satisfy needs and desires in which consumers involve with consumers' willingness to pay, social influencer and advertisements.” (Raffaele & Simona, 2002). Furthermore, the study concerns about consumer behavior in purchase of Japanese facial skincare products in beauty stores in Thailand; thereby, the research question 1 is set up as following;

**RQ1. How is Thai consumer behavior in purchase of Japanese facial skincare products in beauty stores in Thailand?**

The study will cover the following areas. Questions of each factor will be developed and explained in research methodology section.

- Purchase frequency (number of times per month)
- Purchase frequency (amount of items per month)
- Expenditure (Thai Baht per month)
- Purchase location
- Type of Japanese facial skincare products
- Information received channel
- Influencer

### Section 3. FACTORS INFLUENCING PURCHASE DECISION

In addition from consumer behavior, the study is exploring the critical factors which influence Thai consumers in purchase decision on Japanese facial skincare products in beauty stores in Thailand. Thereby, research question 2 is set up as following;

#### **RQ2. What are the critical factors influencing purchase decision on Japanese facial skincare products from Thai consumer's perspectives?**

The following section will explore literatures involved with the core factors influencing purchase decision for this study.

##### 2.3.1. Country of Origin

The definition of country of origin has been described by several researchers. For example, Cordell (1992) defined country of origin as “the extrinsic cue or the intangible assets that quality of its products has shown out”, while Zhang (1997) has defined this term as “information pertaining to where a product is made”. Moreover, Watson & Wright (1999) indicated that country of origin is one of the influential factors that affect to consumer's perception and consumer's decision making. Definitely, several empirical researches had studied the relationship between country of origin and purchase decision regarding to various types of products, such as apparel or automotive industry.

Pavinee & Phatnaree (2011) found out that country of origin is significantly influential to Thai consumers regarding to product attitude and consumer intention on skincare products.

Therefore, the definition of country of origin for this study is concluded as “a country where products are manufactured from” (Pavinee & Phatnaree, 2011; Watson & Wright, 1999; Zhang, 1997; Cordell, 1992). The research concerns country of origin as made in Japan with purchase decision on facial skincare products; thereby, the hypothesis 1 is set up as following;

*Hypothesis 1: Country of origin has a positive impact on purchase decision on Japanese facial skincare products.*

### 2.3.2. Quality Perception

Quality is the most important aspect for all types of products (Sarah & Minjeong, 2015; Golder, Mitra, & Moorman, 2012; Zeithaml, 1988; Steenkamp, 1990). It could convince people to perceive its value and brand (Pan & Zinkhan, 2006; Song & Zinkhan, 2003). The cues of quality are categorized into two definitions: extrinsic value and intrinsic value (Bearden & Shimp, 1982; Lee & Lou, 1995). While extrinsic cues are intangible, such as the brand name, store name or even brand origin, intrinsic cues are tangible but not specific, such as fabric, style or color (Sarah & Minjeong, 2015). Teas & Agarwal (2000) stated that consumers are willing to pay higher for the high-quality products. Empirical studies also found that quality perception could mitigate perceived risks arising from purchase decision (Sarah & Minjeong, 2015; Yee, San, & Khoon, 2011).

Therefore, the definition of quality perception for this study is concluded as “the intrinsic and extrinsic value where consumers can perceive on their value” (Sarah & Minjeong, 2015). The research concerns quality perception with purchase decision on Japanese facial skincare products; thereby, the hypothesis 2 is set up as following;

*Hypothesis 2: Quality perception has a positive impact on purchase decision on Japanese facial skincare products.*

### 2.3.3. Physical Outlook

Physical outlook; also known as packaging, is defined as “a primary vehicle for

communication and branding” (Pinya & Mark, 2004; Rettie & Brewer, 2000). Physical outlook could communicate high quality in which consumers can perceive (Pinya & Mark, 2004). Several empirical researches had studied regarding to physical outlook and purchase decision. Rettie & Brewer (2000) indicated that physical outlook had been significantly involved with selling process of the products; simultaneously, Prendergast & Pitt (1996) mentioned that physical outlook is the most important factors for purchase decision, especially at the point of sell. In addition, Pinya & Mark (2004) further found that physical outlook is the critical input for purchase decision, especially when consumers are in rush. Furthermore, Asiya & Mohd (2013) pinpointed that packaging of skincare can influence Indian women to purchase because they could perceive the value of products from the physical outlook.

Therefore, the definition of physical outlook for this study is concluded as “the activities of designing and producing the container for a product in which it can convince consumers to perceive its value” (Asiya & Mohd, 2013; Pinya & Mark, 2004). The research concerns physical outlook with purchase decision on Japanese facial skincare products; thereby, the hypothesis 3 is set up as following;

*Hypothesis 3: Physical outlook has a positive impact on purchase decision on Japanese facial skincare products.*

#### 2.3.4. Reasonable Price

Zeithaml (1988) stated that “from the consumer's perspective, price represents the amount of money consumers must give up to get the product/service”. Many empirical studies had found that price is one of the most significant factors which could determine product evaluation (Insch & McBride, 2004; Manrai et al., 1998) as well as purchase decision (Awada & Yiannaka, 2012; Godey et al., 2012). Because individual's perception of price is different, consumers use price to access the quality of the product (Kent, 1973). However, if price of product and service is perceived as reasonable, consumer's willingness to purchase will be greater (Che-Hui et al, 2015; Grewal et al., 1998). This is because customers can perceive acquisition value from the products (Dhruv, Kent &



Krishnan, 1998; Lichtenstein, Netemeyer, & Burton, 1990)

Therefore, the definition of reasonable price for this study is concluded as “a satisfactory value that will make consumer have a great intention to purchase products/service” (Kim et al., 2012; Dodds et al., 1991). The research concerns reasonable price with purchase decision on Japanese facial skincare products; thereby, the hypothesis 4 is set up as following;

*Hypothesis 4: Reasonable price has a positive impact on purchase decision on Japanese facial skincare products.*

#### 2.3.5. Customer Experience

Customer experience had been described as “the customer’s cognitive, affective, emotional, social and physical responses” to the product and services (Verhoef, 2009); simultaneously, Gupta & Vajic (2000) defined this term as “an experience occurs when a customer has any sensation or knowledge acquisition resulting from some level of interaction with different elements of a context created by the service provider”. There are several empirical studies regarding to customer experience and purchase decision. Holbrook (2006) stated that economically rational purchase decision is subjective to customer experience, while Peter & Olsen (1987) found that the level of customer involvement regarding to experience is important to purchase decision.

Therefore, the definition of customer experience for this study is concluded as “an experience which occur from the customer’s cognitive, affective, emotional, social and physical responses to the product and services” (Verhoef, 2009; Gupta & Vajic, 2000). The research concerns customer experience with purchase decision on Japanese facial skincare products; thereby, the hypothesis 5 is set up as following;

*Hypothesis 5: Consumer experience has a positive impact on purchase decision on Japanese facial skincare products.*

#### 2.3.6. Third-Party Endorsement

Third-party endorsement could refer to a person or a group of people, who is recognized by the public audience, using product or service with this recognition of themselves and appearing in

communication channels (McCracken, 1989). The third-party endorsement could also refer to superstar, celebrity, beauty-blogger or customer, who had experienced in using product and convince other consumers to believe in the product. Endorsement is the process that those celebrities convey the meaning of the product passing to consumers (McCracken, 1989). In addition, third-party could communicate independent messages with the creditability of third-party in several ways such as individual recommendation, media and watchdog (Head & Hassanein, 2002). Furthermore, Wang (2005) found that “third-party endorsement is significant factor for consumer’s evaluation of products especially the experiential products because they offer indirect experience on sensory aspects not conveyed by tangible attributes.”

Therefore, the definition of third-party endorsement for this study is concluded as “the third party opinion or evaluations about products that incorporate the name of the third party, and a positive or negative evaluation of the products that is attributed to the third party” (Dean & Biswas, 2001). The research concerns third-party endorsement with purchase decision on Japanese facial skincare products; thereby, the hypothesis 6 is set up as following;

*Hypothesis 6: Third party endorsement has a positive impact on purchase decision on Japanese facial skincare products.*

#### Section 4. CONCEPTUAL MODEL

Although several empirical researches had studied various factors influencing purchase decision, this study has adapted and developed to be aligned with the context of this study, specifically on consumer behavior and purchase decision on Japanese facial skincare products. Therefore, research questions and hypotheses are constructed into the conceptual model to serve on the research purposes. The summary of research questions and hypotheses are described as following;

**RQ1. How is Thai consumer behavior in purchase of Japanese facial skincare products in beauty stores in Thailand?**

The study will cover the following perspectives;

- Purchase frequency (number of times per month)
- Purchase frequency (amount of items per month)
- Expenditure
- Purchase location
- Type of Japanese facial skincare products
- Information received channel
- Influencer

**RQ2. What are the critical factors influencing purchase decision on Japanese facial skincare products from Thai consumer's perspectives?**

Hypothesis 1: Country of origin has a positive impact on purchase decision on Japanese facial skincare products.

Hypothesis 2: Quality perception has a positive impact on purchase decision on Japanese facial skincare products.

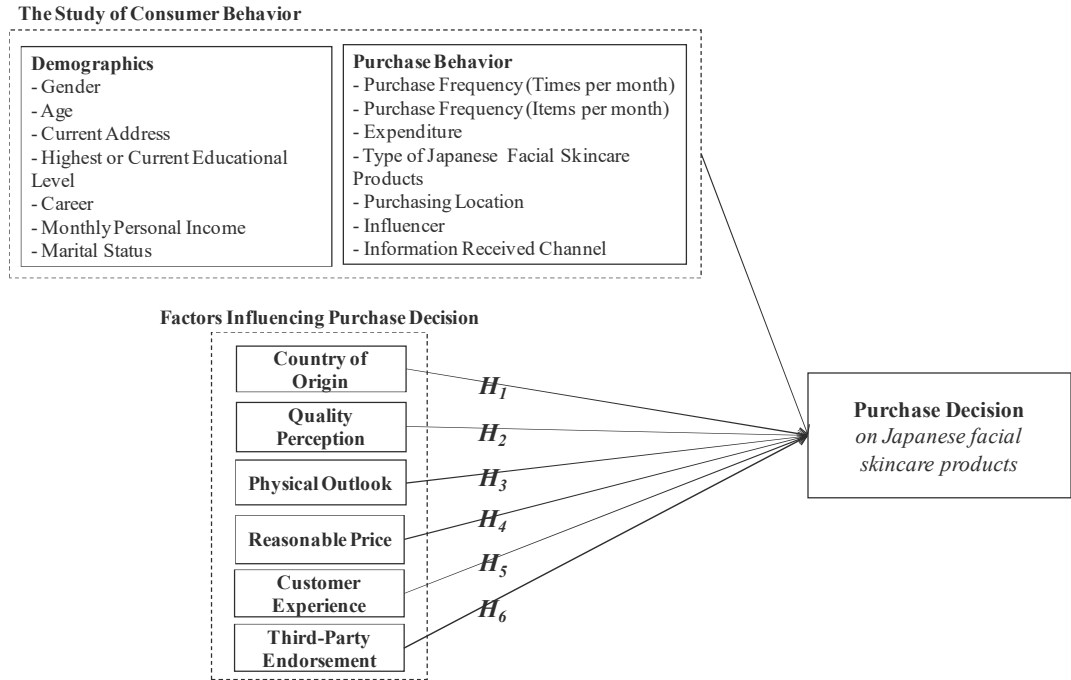
Hypothesis 3: Physical outlook has a positive impact on purchase decision on Japanese facial skincare products.

Hypothesis 4: Reasonable price has a positive impact on purchase decision on Japanese facial skincare products.

Hypothesis 5: Consumer experience has a positive impact on purchase decision on Japanese facial skincare products.

Hypothesis 6: Third-party endorsement has a positive impact on purchase decision on Japanese facial skincare products.

**Figure 1: A Conceptual Model of Consumer Behavior and Factors Influencing Purchase Decision on Japanese Facial Skincare Products**



### **CHAPTER 3. RESEARCH METHODOLOGY**

The objectives of this chapter are to construct research methodology, to indicate the sources of data collection, to design the questionnaire, and to instrument for various data analyses. Because the main purpose of this research is to insightfully understand Thai consumer behavior; together with, consumption pattern including purchase frequency in number of times and in amount of items, expenditure, type of often-purchased product, store destination, source of received information, and influencer with respect to Japanese facial skincare products, data collection as well as specific methodologies have been established to be aligned with the research purposes. In addition, from Thai consumer's perspectives, this research is going to explore which of the following factors — country of origin, quality perception, physical outlook, reasonable price, consumer experience, and third-party endorsement — will be able to influence on purchase decision on Japanese facial skincare products.

A questionnaire, with single choice selection and multiple choice selection, is designed to investigate demographics, consumer behavior, influential factors. Quantitative methodology is conducted to inspect variables influencing consumer's purchase decision on Japanese facial skincare products. An application of quantitative methodology will allow researcher to deeply investigate hypothesized variables by transforming from word description to numeric scale. The first analysis will begin with descriptive statistics in order to profile and understand towards Thai consumer characteristics. Cross-tabulations analysis by gender segment is plus to detail and interpret consumer behavior through various angles. Turning to an examination of factors influencing on purchase decision, Cronbach's Alpha is then employed to test the reliability of prospective independent variables. Consequently, univariate analysis with independent samples t-test is used to check mean score and standard deviation of candidate variables. Pearson's correlation coefficients analysis is thus utilized to estimate the relationship of each variable entering to the model. Lastly, multiple regression analysis is performed for measurement of statistically significance in relationship between independent variable and dependent variable. Multi-collinearity among independent variable,

tolerance and variance inflation factor (VIF) with dependent variable are also operated at this stage. SPSS Statistics and SAS (Statistical Analysis System) are utilized as analytics tools for this study. With these following analysis methods and statistical tools, they will provide researcher to thoroughly investigate established research questions and hypotheses.

## Section 1. POPULATION, SAMPLING AND DATA COLLECTION

The data is the primary data which will be collected from questionnaire. Although the questionnaire had been developed in English language at the beginning, it then was translated into Thai language in order to let Thai consumers as target sample understand of what researcher intends to inquire. The questionnaire is created using Google Form and electronically distributed through online channel on May 12, 2018 and concluded on May 22, 2018. An introduction of research, purposes of the study and term definitions of this study are described at the top of questionnaire for instruction.

Because the participants in this study are limited to Thai consumers who have purchased Japanese facial skincare products in any beauty stores in Thailand in the past 6 months, screening question of nationality and the latest 6-months purchase period are set at the beginning of the questionnaire. For this study, there is no limit to any Japanese brands and type of facial skincare products but the research aims at studying Japanese facial skincare products in general. As long as consumers are Thai nationality and purchase facial skincare products, which are made in Japan and within the past 6 months in any beauty stores Thailand, those participants will fall into the research sampling.

## Section 2. INSTRUMENTATION

The questionnaire will start with personal information as demographic items. The purpose of demographics is to distinguish the respondent's profile regarding gender, age, current address, the highest or current education, career, monthly personal income and marital status. Then, the research will investigate Thai consumer behaviors in different perspectives including purchase frequency in

number of times per month, purchase frequency in amount of items per month, expenditure on Japanese facial skincare products per month, often-purchased type of Japanese facial skincare products, often-purchased beauty store, information-received channel and influencer. The major objective of these questions is to deeply observe and understand Thai consumers through purchase behavior. Consequently, the research will experiment, from Thai consumer's point of view, whether the following independent factors – country of origin, quality perception, physical outlook, reasonable price, customer experience and third-party endorsement – influence purchase decision, as dependent variable, on Japanese facial skincare products. These seven variables are listed in the conceptual model and will be measured in 5-point likert scale in which degree of response level and its meanings range from 5 as strongly agree to 1 as strongly disagree.

Table 1. Likert-Point Scale Response Level and Interpretation

<b>Likert-Point Scale</b>	<b>Interpretation</b>
5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly Disagree

In order to validate the question being asked to respondents, each of question items in the questionnaire is developed based on previous empirical researches and studies. The final shape of the questionnaire is constructed of 37 questions organized into various parts with single choice selection, multiple choice selection and likert-point scale selection (Appendix A: Questionnaire). Each of the question items is described as the following.

### 3.2.1. Screening Questions

Two screening questions are introduced at the beginning of questionnaire in order to filter population into designated sampling. The question items are as following;

Table 2. Screening Questions

<b>Factor</b>	<b>Question Items</b>	<b>Answer Method</b>	<b>Reference</b>
Screening Questions	(1) Please check box if you are Thai?	Single	Ornphicha (2015)
	(2) Have you purchased any Japanese facial skincare products in beauty stores in Thailand in the past 6 months?	Choice Selection	

*Note: The question items are modified from above references to be aligned in with the context of this study.*

### 3.2.2. Consumer Behavior

Seven consumer behavior questions are constructed with single choice selection and multiple choice selection at the second part of questionnaire. The question items are as following;

Table 3. Consumer Behavior Questions

Factor	Question Items	Answer Method	Reference
Consumer Behavior	(1) How many times per month do you purchase Japanese facial skincare products in beauty stores in Thailand?	Single Choice Selection	Ornphicha (2015); Jariya (2015); Yanin (2016); Ajai Krishnan G. et al (2013)
	(2) How many items per month do you purchase Japanese facial skincare products in beauty stores in Thailand?		
	(3) Expenditures per month on Japanese facial skincare products in beauty stores in Thailand THB per month.		
	(4) What types of Japanese facial skincare products do you often purchase in beauty stores in Thailand?	Multiple Choice Selection	
	(5) Which beauty stores in Thailand do you often go to purchase Japanese facial skincare products?		



<b>Factor</b>	<b>Question Items</b>	<b>Answer Method</b>	<b>Reference</b>
	(6) Where do you mostly receive information for Japanese facial skincare products in beauty stores in Thailand?		
	(7) Who does influence you to purchase Japanese facial skincare products in beauty stores in Thailand?		

*Note: The question items are modified from above references to be aligned in with the context of this study.*

### 3.2.3. Factors Influencing Purchase Decision

Seven candidate factors with three question items for each factor, in total of 21 question items, are being asked with 5-point likert scale to answer in the third part of questionnaire. The question items are as following;

#### 3.2.3.1. Country of Origin

Country of origin as an independent variable is developed to represent “Made in Japan” perspective, in which Japan is the country of origin. This factor will measure how Thai consumers consider Japan as manufacturer of facial skincare products and whether it influences on purchase decision. The question items are as following;

Table 4. Country of Origin Questions

<b>Factor</b>	<b>Question Items</b>	<b>Answer Method</b>	<b>Reference</b>
Country of Origin	(1) Japan has a good reputation in facial skincare product manufacturing.	5-point likert scale	Rossarin (2011); Jariya (2015)
	(2) Japan is more reliable than other competitive countries in facial skincare industry.		
	(3) Japan has suitable resources for ingredients in facial skincare production.		

*Note: The question items are modified from above references to be aligned in with the context of this study.*

### 3.2.3.2. Quality Perception

Quantity perception as an independent variable will measure how Thai consumers perceive on the quality of Japanese facial skincare products and whether it influences on purchase decision. The question items are as following;

Table 5. Quality Perception Questions

<b>Factor</b>	<b>Question Items</b>	<b>Answer Method</b>	<b>Reference</b>
Quality Perception	(1) Japanese facial skincare products have high quality.	5-point likert scale	Rossarin (2011); Jariya (2015)
	(2) Japanese facial skincare products perform better than other country produced facial skincare products.		
	(3) I have no allergies after using Japanese facial skincare products.		

*Note: The question items are modified from above references to be aligned in with the context of this study.*

### 3.2.3.3. Physical Outlook

Physical outlook as an independent variable will measure how Thai consumers perceive the packaging of Japanese facial skincare products and whether it influences on purchase decision. The question items are as following;

Table 6. Physical Outlook Questions

<b>Factor</b>	<b>Question Items</b>	<b>Answer Method</b>	<b>Reference</b>
Physical Outlook	(1) Package of Japanese facial skincare products is attractive.	5-point likert scale	Rossarin (2011); Amirhossein (2017)
	(2) I like the color range of Japanese facial skincare package.		

	(3) Japanese facial skincare package makes a difference at the point of purchase.		
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*Note: The question items are modified from above references to be aligned in with the context of this study.*

#### 3.2.3.4. Reasonable Price

Reasonable price as an independent variable will measure how much Thai consumers are sensitive to the price of Japanese facial skincare products and whether it influences on purchase decision. The question items are as following;

Table 7. Reasonable Price Questions

<b>Factor</b>	<b>Question Items</b>	<b>Answer Method</b>	<b>Reference</b>
Reasonable Price	(1) Japanese facial skincare price is reasonable for the quality of the product.	5-point likert scale	Jariya (2015); Amirhossein (2017)
	(2) Japanese facial skincare price is cheaper than other country imported products.		
	(3) If the price of Japanese facial skincare products increases significantly, I will keep buying Japanese facial skincare products.		

*Note: The question items are modified from above references to be aligned in with the context of this study.*

#### 3.2.3.5. Customer Experience

Customer experience as an independent variable will measure how Thai consumers have had experienced from using Japanese facial skincare products and whether it influences on purchase decision. The question items are as following;

Table 8. Customer Experience Questions

<b>Factor</b>	<b>Question Items</b>	<b>Answer Method</b>	<b>Reference</b>
Customer	(1) Japanese facial skincare products fit with your personality.	5-point	Rossarin (2011);

Experience	(2) I have had a good experience when I used Japanese facial skincare products.	likert scale	Kornvipa (2006)
	(3) I am satisfied with Japanese facial skincare products		

*Note: The question items are modified from above references to be aligned in with the context of this study.*

#### 3.2.3.6. Third-Party Endorsement

Third-party endorsement as an independent variable will measure whether Thai consumers concern on opinion or review of products from third-party and whether it influences on purchase decision. The question items are as following;

Table 9. Third-Party Endorsement Questions

Factor	Question Items	Answer Method	Reference
Third-Party Endorsement	(1) Personality of third-party endorsement influences on purchasing decision on Japanese facial skincare products.	5-point likert scale	Kanokwan (2015)
	(2) Reputation of third-party endorsement influences on purchasing decision on Japanese facial skincare products.		
	(3) Reliability of third-party endorsement influences on purchasing decision on Japanese facial skincare products.		

*Note: The question items are modified from above references to be aligned in with the context of this study.*

#### 3.2.3.7. Purchase Decision

Purchase decision as a dependent variable will measure that Thai consumers are actually decide to purchase or decide not to purchase Japanese facial skincare products. The question items are as following;

Table 10. Purchase Decision Questions

Factor	Question Items	Answer Method	Reference
Purchase Decision	(1) When I shop for facial skincare products, I look for Japanese facial skincare products.	5-point likert scale	Anantaya & Sirada (2009); Kornvipa (2006)
	(2) I usually purchase Japanese facial skincare products.		
	(3) I will purchase Japanese facial skincare products in the near future.		

*Note: The question items are modified from above references to be aligned in with the context of this study.*

### Section 3. SCOPE OF STUDY

Even though there are several other potential factors, such as promotion, location and etc., which might or might not relate to purchase decision, these six independent factors, including country of origin, quality perception, reasonable price, physical outlook, customer experience and third-party endorsement, have been carefully selected as candidate variables after walking through the literature review and previous academic paper; research questions and hypotheses are set up to test and investigate corresponding to the objectives of this study.

In this study, researcher sets up the vocabulary “beauty store” instead of “drugstore” to avoid misunderstanding among Thai consumers. In Thailand, drugstore is likely to pharmacy, a place where pharmacist advises and sells medicine, which sometimes prescription is required. However, by the law, pharmacist as medical-related working occupation is not allowed to promote or endorse any beauty products, such as skincare or cosmetics. Therefore, instead of “drugstore”, “beauty store” is written to let Thai consumers understand the context of this study. However, the definition of “beauty store” is also similar to personal care store or drugstore in the US/UK (L’Oreal Thailand A 2004).

In order to reflect present situation, the latest purchase timeframe has been set at “in the past 6 months” instead of longer than this. The reason is that consumers still recognize the products after they purchase within 6 months instead of within 12 months. In addition, the sampling will not be large enough for the study if the screening question is set at shorter period such as “in the past 2 months”.

## CHAPTER 4. RESULTS OF THE STUDY

There are 132 respondents participating in this study; however, 23 of them have not purchased any Japanese facial skincare products in beauty stores in Thailand in the past 6 months. Therefore, the final qualified sampling, which passes all the criteria, is narrowed down to total of 109 respondents entering to the model for analysis. There are no missing data among 109 samplings.

### Section 1. DESCRIPTIVE STATISTICS

Table 11 details respondent's profile of this study. The descriptive statistics include gender, age, current address, the highest or current education, career, monthly personal income and marital status. From the result, it is found that the majority of respondents are 79 female respondents (72.5%), while the number of male respondents are 30 (27.5%), implying that female consumers pose a great opportunity to purchase Japanese facial skincare products than male consumers. Respondent's age is dominant in between 26 and 30 years old (55.0%), following with 19-25 years old (17.4%) and 31-35 years old (16.5%) respectively. There are only 11 respondents (10.11%) who reported that they are 36 years old to 45 years old, while no 46-year-old or above are participated in this study. This shows that younger Thai consumers are relatively more interested in Japanese facial skincare products than older Thai consumers. Among almost all the respondents, 96 respondents (88.1%) report that they reside in Bangkok, implying that majority of respondents who are interested to purchase Japanese facial skincare products are in urban area. Respondents are holding the highest or current education as the following; 38 respondents (34.9%) hold bachelor's degree, 68 respondents (62.4%) hold master's degree, and 3 respondents (2.8%) hold Ph.D. degree. No certificate or diploma degree is reported for this study. Regarding to occupation, 60 respondents (55.0%) are employed as majority of this sampling, while 22 students (20.2%) answered to this survey as second-highest rank in occupation. 15 respondents (13.8%) are self-employed, while 8 respondents (7.3%) are working in public sector. In addition, 4 others (3.7%) are housewife reported by respondents in the survey. For monthly personal income, the respondents reported that 32 of them

(29.4%) have income at 15,001 – 30,000 THB per month as the biggest scale of this cluster, following by 26 respondents (23.9%) of 50,001 – 70,000 THB per month, and 26 respondents equally (23.9%) of  $\geq 70,001$  THB per month. The rests are 19 respondents (17.4%) who reported that they have income of 30,001 – 50,000 THB per month, and only 6 respondents (5.5%) who reported that they have income of  $\leq 15,000$  THB per month. Unexpectedly, almost all the respondents are single with 99 samples (90.8%), while only 9 of respondents (8.3%) are married. This implies that single respondents are more interested to purchase Japanese facial skincare products than married respondents. Only 1 sample (0.9%) has reported that the respondent is engaged.

Table 11. Respondent's Profile

<b>Demographic Factor</b>	<b>Cluster</b>	<b>Frequency (N=109)</b>	<b>Percent (%)</b>
<b>Gender</b>	Female	79	72.5%
	Male	30	27.5%
<b>Age</b>	18 or lower	1	0.9%
	19-25	19	17.4%
	26-30	60	55.0%
	31-35	18	16.5%
	36-40	9	8.3%
	41-45	2	1.8%
<b>Current Address</b>	Bangkok	96	88.1%
	Apart from Bangkok	13	11.9%
<b>Highest or Current Education</b>	Bachelor's	38	34.9%
	Master's	68	62.4%
	Ph.D.	3	2.8%
<b>Career</b>	Student	22	20.2%



<b>Demographic Factor</b>	<b>Cluster</b>	<b>Frequency (N=109)</b>	<b>Percent (%)</b>
	Employee	60	55.0%
	Self-employed	15	13.8%
	Government Officer	8	7.3%
	Others	4	3.7%
<b>Monthly Personal Income (THB)</b>	≤ 15,000 THB	6	5.5%
	15,001 – 30,000 THB	32	29.4%
	30,001 – 50,000 THB	19	17.4%
	50,001 – 70,000 THB	26	23.9%
	≥ 70,001 THB	26	23.9%
<b>Marital Status</b>	Single	99	90.8%
	Married	9	8.3%
	Others	1	0.9%

Figure 2 describes purchase frequency in the number of times respondents purchase Japanese facial skincare products per month. Even though the majority has purchased Japanese facial skincare products in the past 6 months as per screening criteria of questionnaire, the majority of respondents reported that they generally purchase in beauty stores less than once a month (44.04%). In other words, respondents might purchase products once in 2 months to once in 6 months. It could interpret that Thai consumers have a very busy lifestyle and lack of time to visit beauty stores to purchase products. Therefore, online shopping website is suggested from this result to support city-lifestyle consumers.

Figure 3 describes purchase frequency in the amount of items respondents purchase Japanese facial skincare products per month. There are two distinctive groups of consumers; consumers who purchase less than 1 item per month (36.70%) and consumers who purchase 2-3 items per month (40.37%) as the majority of respondents. As per suggested from a group of consumers who purchase

2-3 items per month, it could interpret into 2 ways: 1) there is a big fan of Japanese facial skincare products in Thailand, or 2) customers purchase Japanese skincare products as a set group such as shampoo and condition which customers perceive to use them together, raising up the amount of items to purchase per month.

Figure 4 describes the amount of expenditure respondents spending for Japanese facial skincare products per month. 48 of total respondents (44.04%) as majority reported that they spend less than 1,000 THB per month for buying Japanese facial skincare products, following by 40 of total respondents (36.70%) spending 1,001-2,000 THB per month and 15 of total respondents (13.76%) spending 2,001-3,000 THB per month. There are 3 top spenders who purchased Japanese facial skincare products more than 5,000 THB per month (2.57%) in this sample. This result implies price sensitivity is concerned for Thai consumers.

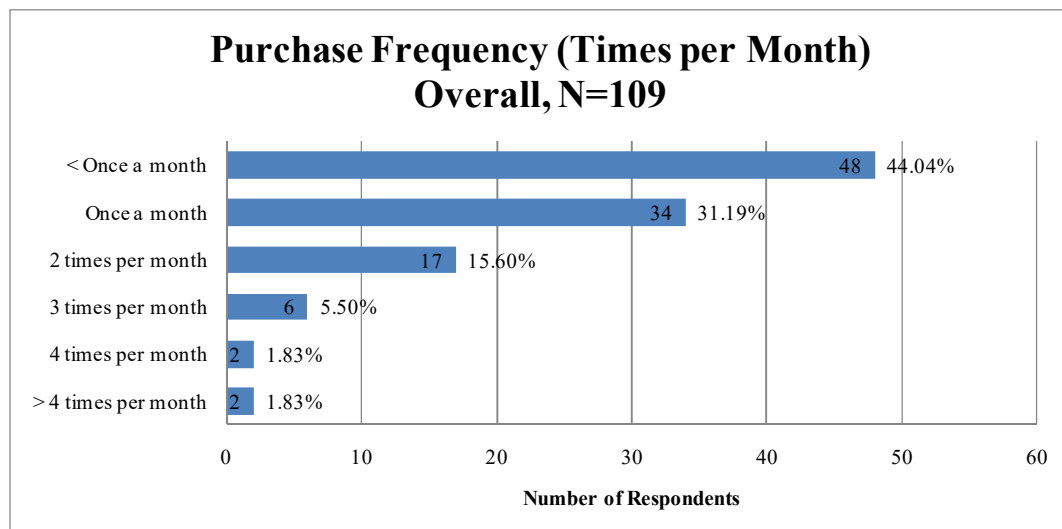
Figure 5 describes which beauty store in Thailand respondents often go to purchase Japanese facial skincare products. As expected, Watsons is overwhelmingly selected by 82 respondents (27.06%) for Japanese facial skincare purchase destination, following by Matsumoto Kiyoshi (19.80%) and Boots (19.47%). Japanese-brand Tsuruha (14.19%) is in the middle of interest in which the interest is the same scale as local-brand, Eve and Boy (14.19%). Others include duty free and cosmetics counter in department store, where Japanese facial skincare products sold on these locations are out of scope of this study. The result implies that Watsons are still the major retail player in Thailand, while Japanese drugstores, such as Matsumoto Kiyoshi and Tsuruha, which newly opened in 2015, could well grab attention from Thai consumers.

Figure 6 describes type of Japanese facial skincare products which respondents often purchase. Made-in-Japan cleansing products seem to be the most attractive to Thai consumers, which 76 of them (23.90%) reported that they purchase as usual. Japanese sun-screen products follow as the second favorite products, which 62 respondents (19.50%) purchase as well. Toner/moisturizer and facial mask come into third (15.41%) and fourth place (14.47%) in this aspect. Unexpectedly, anti-aging (3.46%) and eye-care products (4.09%) have not yet well-known among Thai consumers, suggesting the area to improve and do marketing for these products.

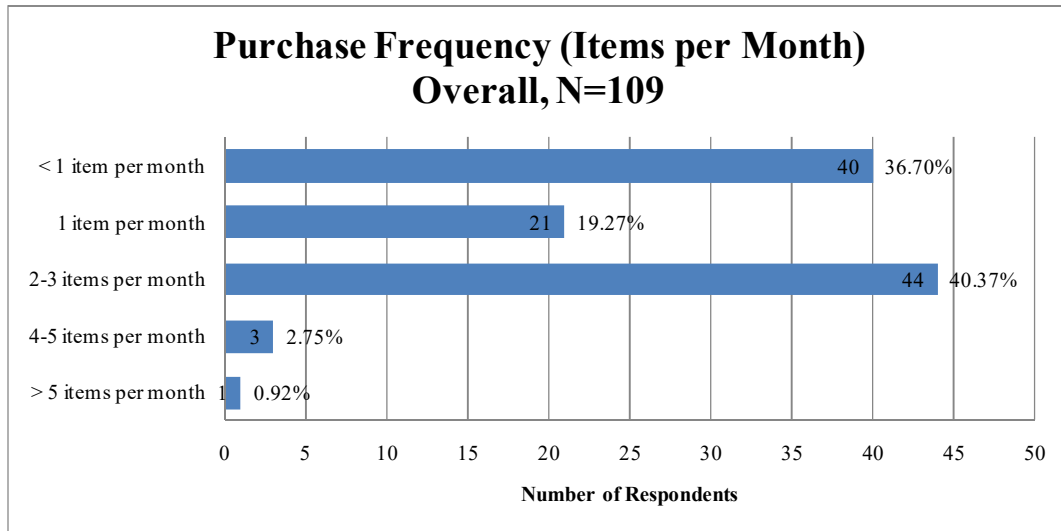
Figure 7 describes what channel respondents often receive news, advertisement or information of Japanese facial skincare products. It seems that respondents receive information from people around you (19.11%) at the top receiving information channel, following by beauty store's (17.48%), and beauty blogger's fan page on social media (16.26%). This implies that word of mouth is still in best communication channel to deliver information to consumers. However, beauty store's and beauty blogger's fan page on social media still play an important role in marketing channel to convey messages as well.

Figure 8 describes influencer who can convince or impact purchasing decision on Japanese facial skincare products. Surprisingly, respondents indicate that they trust to themselves (35.94%) in deciding to purchase Japanese facial skincare products. This suggests that respondents attempt to seek for information of skincare products by their own, and also make a decision by their own. However, beauty blogger (22.27%) and friends (21.48%) are another critical factors to influence respondents in purchase decision as the second and the third rank. Unexpectedly, respondents seldom believe to spouse (3.13%) and family members (4.69%).

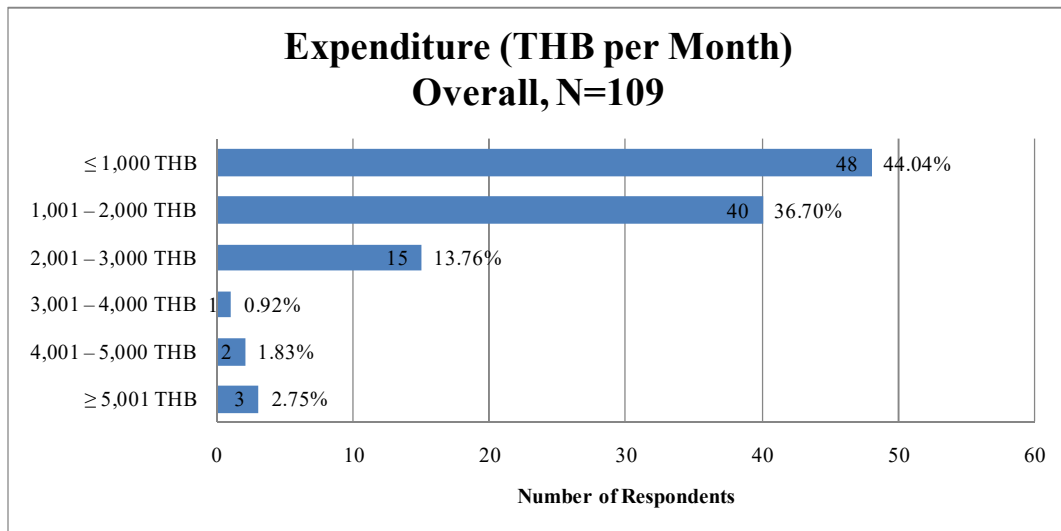
**Figure 2: Purchase Frequency in Times per Month**



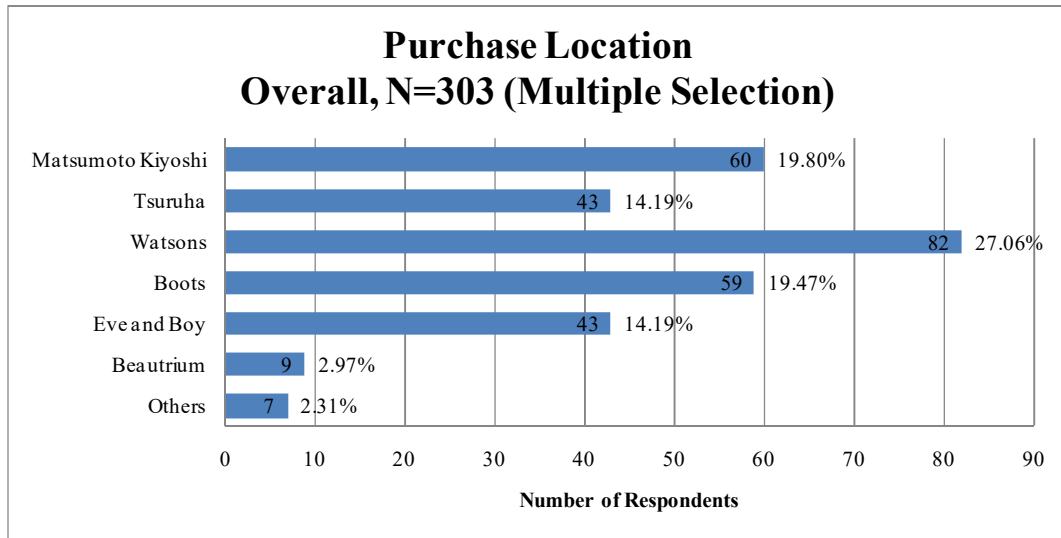
**Figure 3: Purchase Frequency in Items per Month**



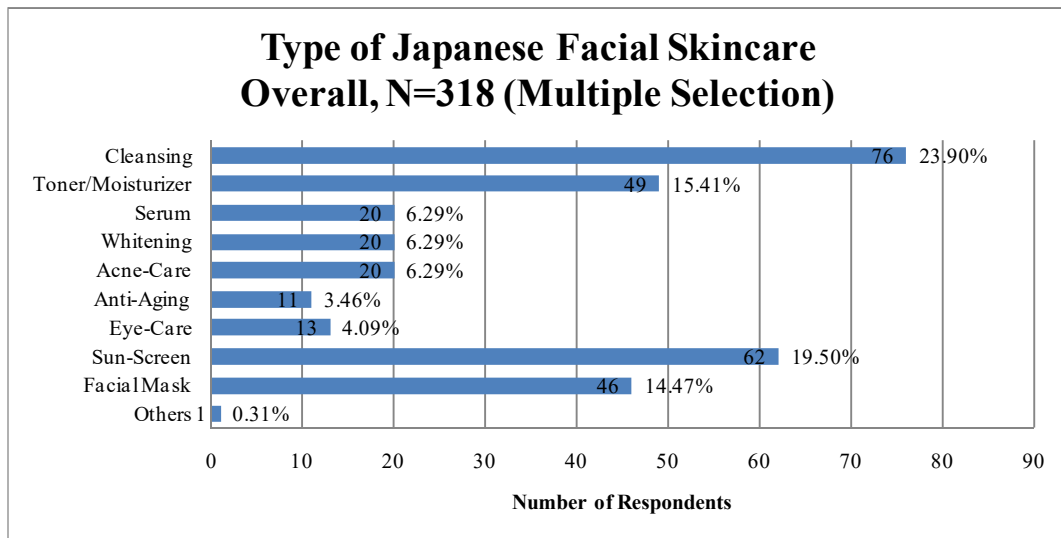
**Figure 4: Expenditure in Thai Baht per month**



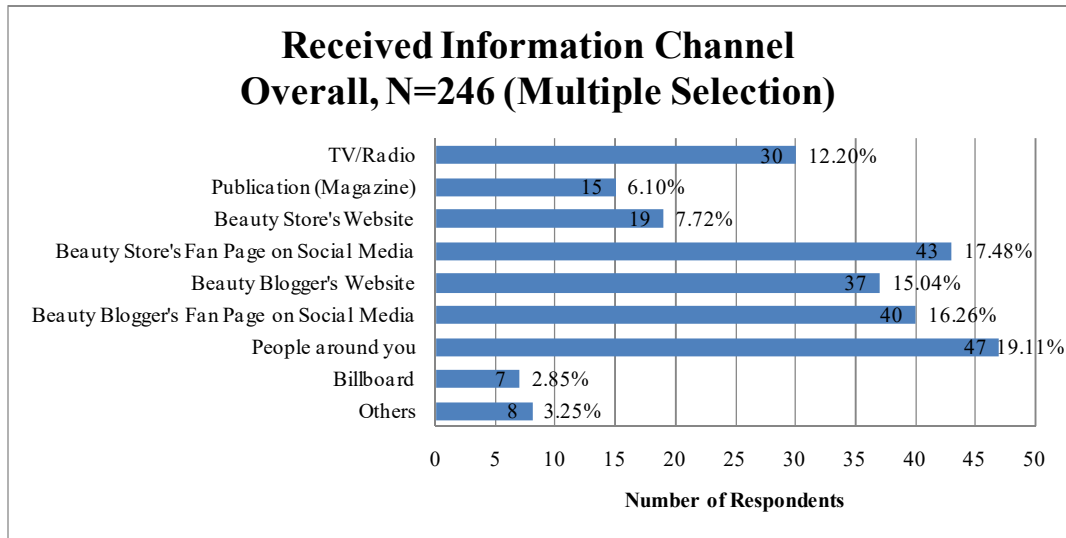
**Figure 5: Purchase Location**



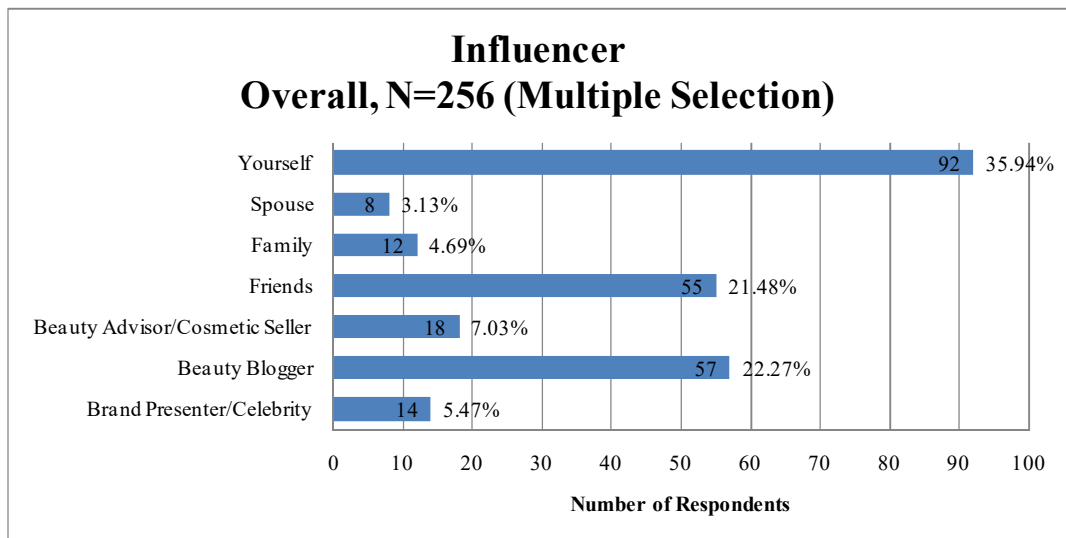
**Figure 6: Type of Japanese Facial Skincare Products**



**Figure 7: Received Information Channel**



**Figure 8: Influencer**



## Section 2.

## DESCRIPTIVE STATISTICS WITH CROSS-TABULATION ANALYSIS

In order to genuinely understand respondent's profile as well as in-deep consumer behavior, table 11 breaks though the answers of survey by gender, performing by cross-tabulations analysis. It has been showed that majority of respondents are female consumers who are between 26 and 30 years old (54.43%); correspondingly, majority of male consumers are the same age as female (56.67%). 66 female respondents (83.54%) reside in Bangkok, while all male respondents (100.0%) in this study report the same address as female. Thai female holds bachelor's degree of 30 respondents (37.97%) and master's degree of 48 respondents (60.76%), while Thai male holds bachelor's degree of 8 respondents (26.67%) and master's degree of 20 respondents (66.67%) accordingly. 1 Ph.D female respondent (1.27%) and 2 Ph.D. male respondents (6.67%) have also participated in this study. It seems that Thai female consumers are employee as main occupation, reporting the number of 44 samples (55.70%), following by 16 students (20.25%) and 9 self-employed (11.39%). Correspondingly, Thai male consumers are employee at 16 respondents (53.33%), while 6 students (20.00%) and 6 self-employed (20.00%) have participated in this survey. Regarding to monthly income, Thai female respondents have scattered income cluster, which they fall into the cluster of 15,001 – 30,000 THB as majority at 26 samples (32.91%); whereas, 10 male respondents (33.33%) report income of 50,001 – 70,000 THB as majority. However, as the top of reporting income of  $\geq 70,001$  THB, the number of female respondents is larger than the number of male respondents in this aspect. In addition, all 30 Thai male consumers (100%) in this study are surprisingly single; simultaneously, majority of 69 female consumers (87.34%) are also single.

Table 12. Respondent's Profile by Gender

Demographic Factor	Cluster	Female (N=79)		Male (N=30)	
		Frequency	Percent	Frequency	Percent
Age	18 or lower	0	0.00%	1	3.33%
	19-25	16	20.25%	3	10.00%

Demographic Factor	Cluster	Female (N=79)		Male (N=30)	
		Frequency	Percent	Frequency	Percent
	26-30	43	54.43%	17	56.67%
	31-35	11	13.92%	7	23.33%
	36-40	7	8.86%	2	6.67%
	41-45	2	2.53%	0	0.00%
Current Address	Bangkok	66	83.54%	30	100.00%
	Apart from Bangkok	13	16.46%	0	0.00%
Highest or Current Education	Bachelor's	30	37.97%	8	26.67%
	Master's	48	60.76%	20	66.67%
	Ph.D.	1	1.27%	2	6.67%
Career	Student	16	20.25%	6	20.00%
	Employee	44	55.70%	16	53.33%
	Self-employed	9	11.39%	6	20.00%
	Government Officer	7	8.86%	1	3.33%
	Others	3	3.80%	1	3.33%
Monthly Personal Income (THB)	≤ 15,000 THB	4	5.06%	2	6.67%
	15,001 – 30,000 THB	26	32.91%	6	20.00%
	30,001 – 50,000 THB	16	20.25%	3	10.00%
	50,001 – 70,000 THB	16	20.25%	10	33.33%
	≥ 70,001 THB	17	21.52%	9	30.00%
Marital Status	Single	69	87.34%	30	100.00%
	Married	9	11.39%	0	0.00%
	Others	1	1.27%	0	0.00%



According to figure 9, even though both genders have reported that they go to purchase at beauty stores less than once a month as the majority of the study, considering other clusters, female consumers clearly appear to go purchase Japanese facial skincare products more often than male consumers. This result obviously poses a great opportunity for female skincare market than male skincare market in Thailand.

According to figure 10, for female consumers, there are two distinctive groups of female consumers; consumers who purchase less than one item per month (37.97%) and customers who often purchase 2-3 items per month (36.71%), indicating that there are female customers who often purchase Japanese facial skincare products in Thailand. Surprisingly, the majority of male consumers fall under 2-3 items per month (50%) indicating there is big male fan of Japanese facial skincare products in Thailand.

According to figure 11, female consumers (46.84%) seem to spend on Japanese facial skincare products larger than male consumers (36.67%) in  $\leq 1,000$  THB; on the contrary, male consumers (46.67%) seem to spend larger than female consumers (32.91%) in 1,001 – 2,000 THB. In addition, there are some middle-price spenders at 2,001 – 3,000 THB in both female (13.92%) and male (13.33%). This result clearly shows that female consumers are price sensitive than male consumers, who seem to have higher purchasing power than female consumers.

According to figure 12, both female (26.28%) and male (28.92%) often go to Watsons to purchase Japanese facial skincare products. Female ranks Matsumoto Kiyoshi (20.93%) and Boots (18.60%) at second and third of Japanese facial skincare purchase destination, while male ranks Boots (22.89%) at second, and Matsumoto Kiyoshi (18.07%) at third, also as the same rank as Tsuruha (18.07%). As per consumer's perspectives, local-brand stores, including Watsons and Boots, are major retailers for both female and male, while Matsumoto Kiyoshi, as Japanese beauty store

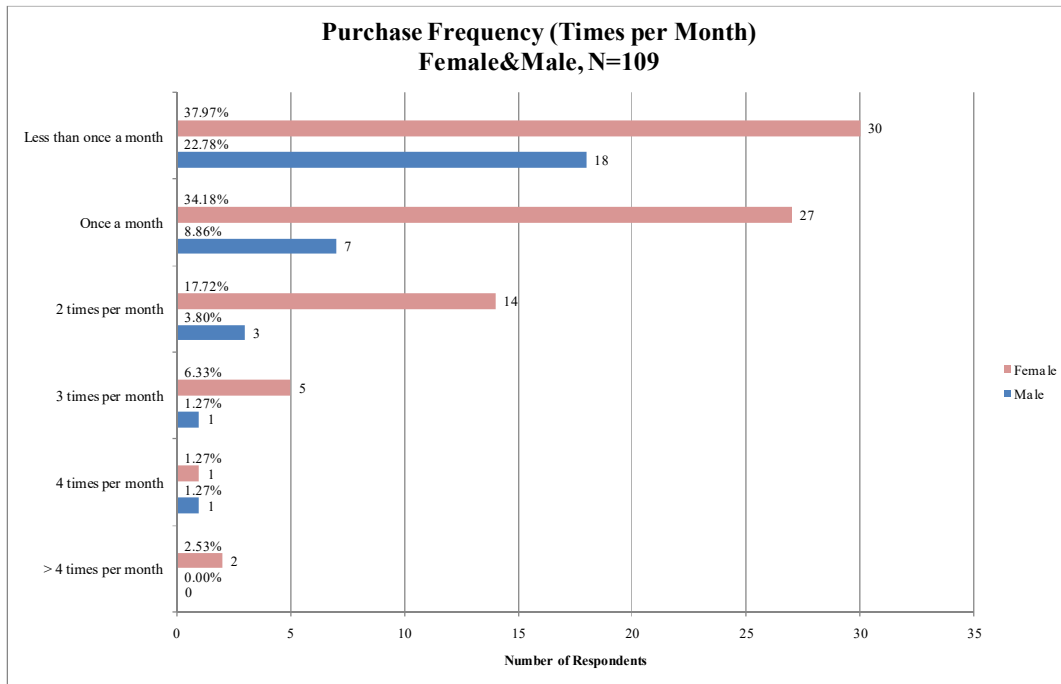
brand, is more attractive to Thai female consumers than Thai male consumers. Tsuruha is still falling behind local player, Eve and Boy, as per observed by this study.

According to figure 13, Thai female consumers purchase cleansing products (26.67%) at the most often, following by sun-screen (19.11%) and facial mask (16.44%), while Thai male consumers purchase sun-screen products (20.43%) at the most often, following cleansing (17.20%) and toner/moisturizer (16.13%). This implies that marketing campaign of these types of facial skincare products might generate a large impact and an intention in different group of customers. Serum, whitening and acne-care products are middle-interesting products from Thai consumer's perspective. Unexpectedly, Thai consumers rarely look for anti-aging and eye-care products in the beauty stores, suggesting that these types of facial skincare products have a room to improve in the market.

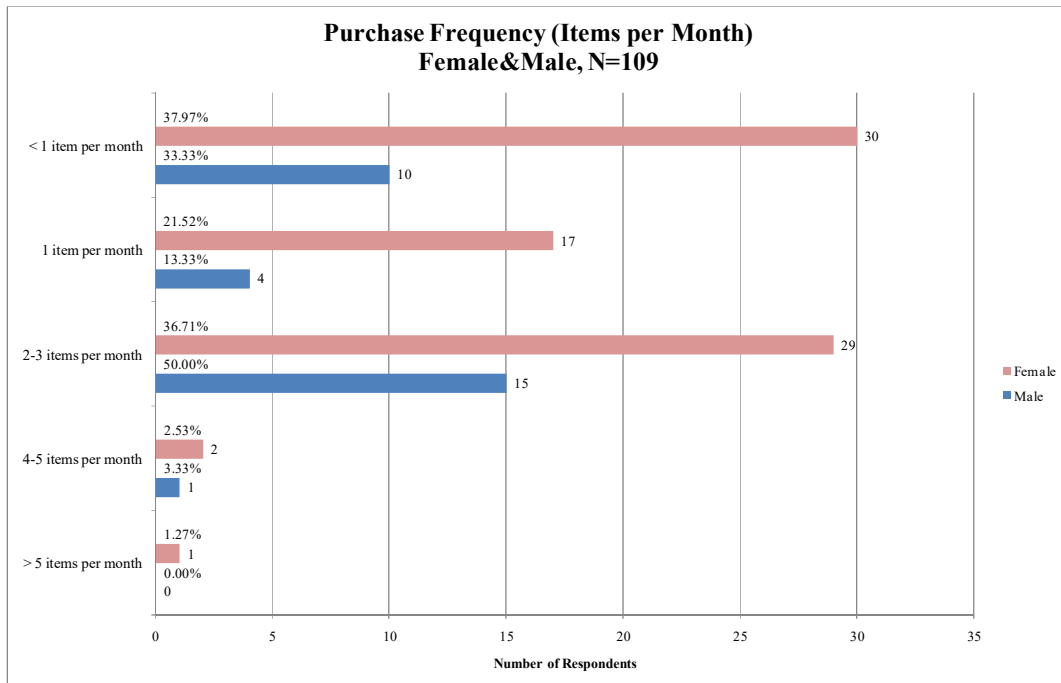
According to figure 14, beauty store's fan page (18.82%) and beauty blogger's fan page (18.28%) are dramatically communicating advertisement messages to female consumers than male consumers. In addition, female consumers seem to trust people around you (18.28%) and beauty blogger's website (15.59%) in pursuing of Japanese facial skincare products. On the contrary, in male consumer's perspective, they trust to people around you (22.41%) at the most rather than beauty blogger's or beauty store's website. Billboard is the least attractive information communication for both male and female.

According to figure 15, both female consumers (34.59%) and male consumers (39.44%) trust to themselves in purchasing decision on Japanese facial skincare products. In addition, beauty blogger (24.86%) and friends (22.70%) are the major elements in influencing Thai female consumers in purchase decision. Nevertheless, these two elements seem to less effect to Thai male consumers because almost all of Thai male consumers in this study reported that they trust themselves in choosing Japanese facial skincare products.

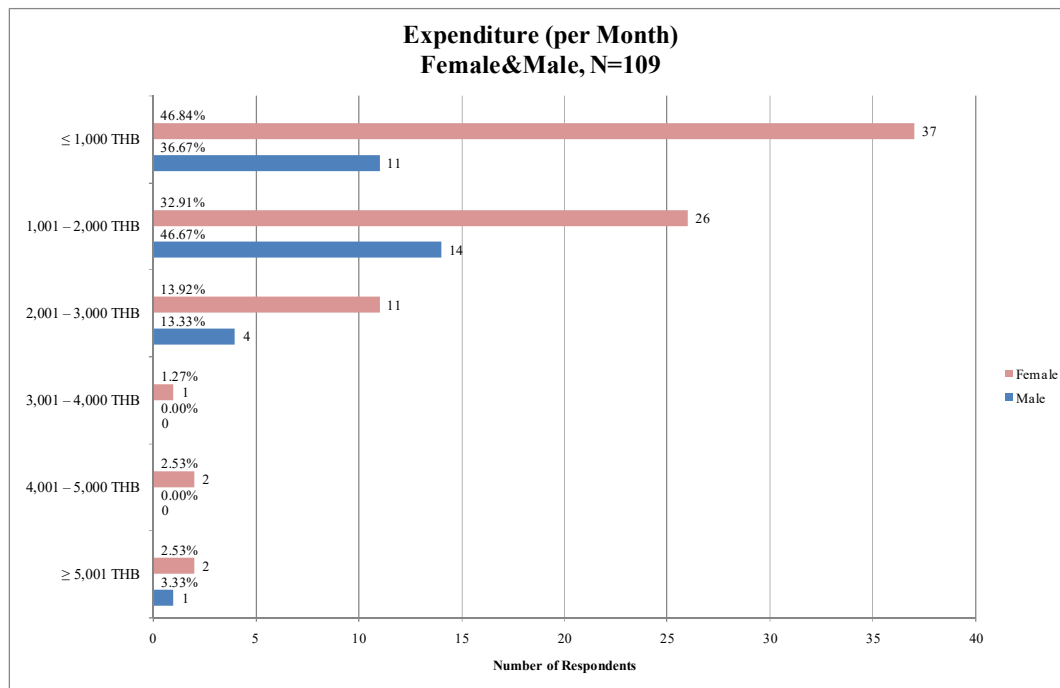
**Figure 9: Purchase Frequency in Times per Month (By Gender)**



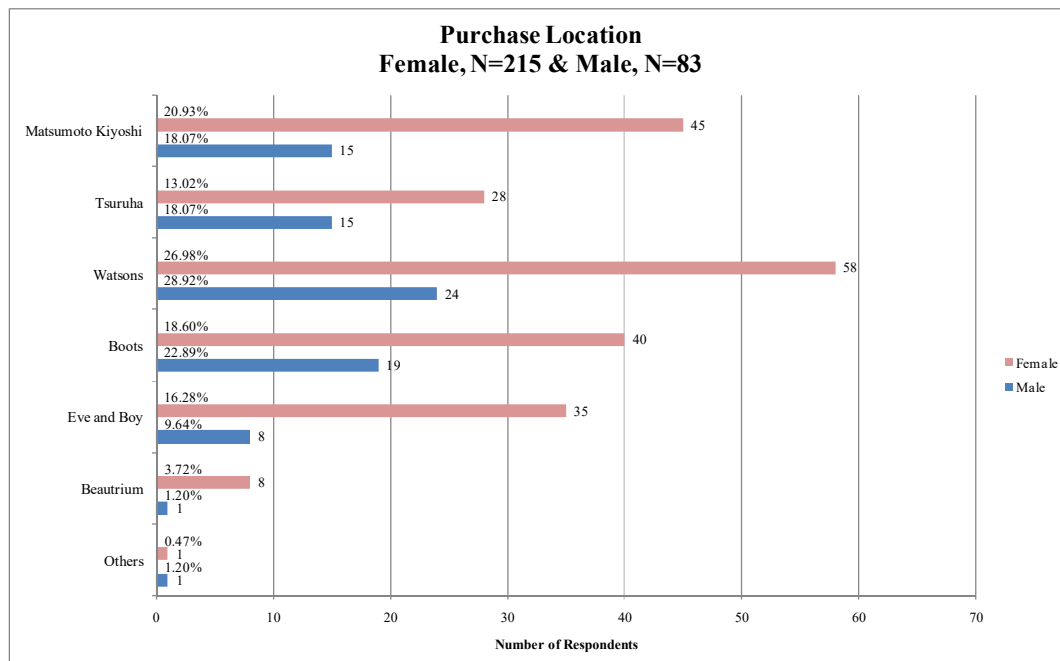
**Figure 10: Purchase Frequency in Items per Month (By Gender)**



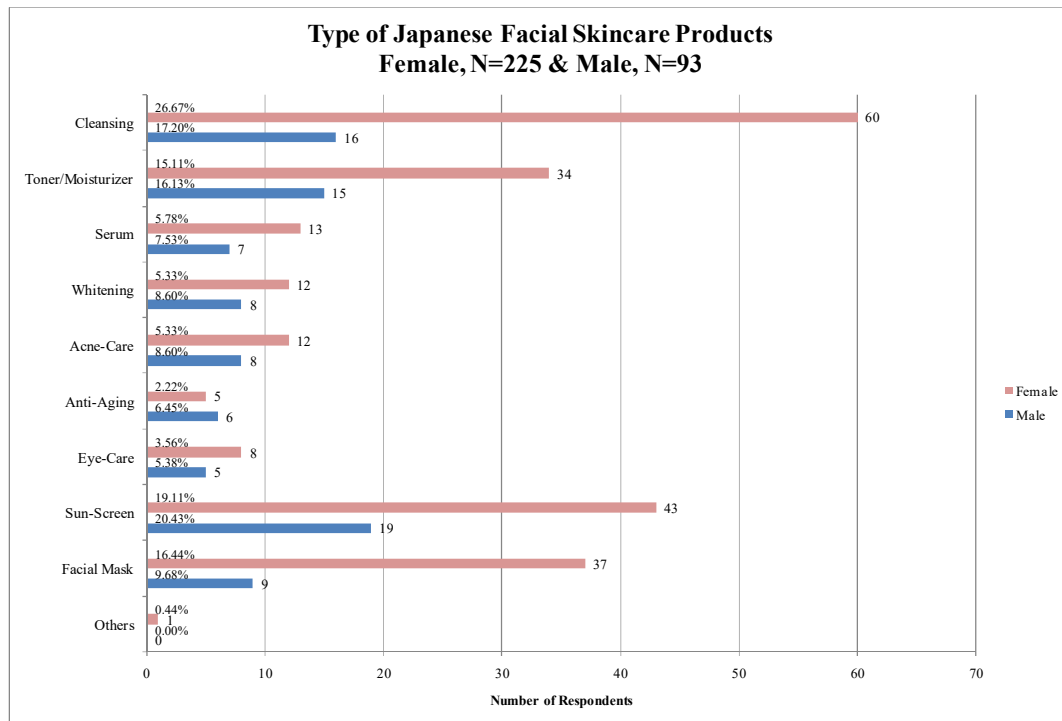
**Figure 11: Expenditure in Thai Baht per month (By Gender)**



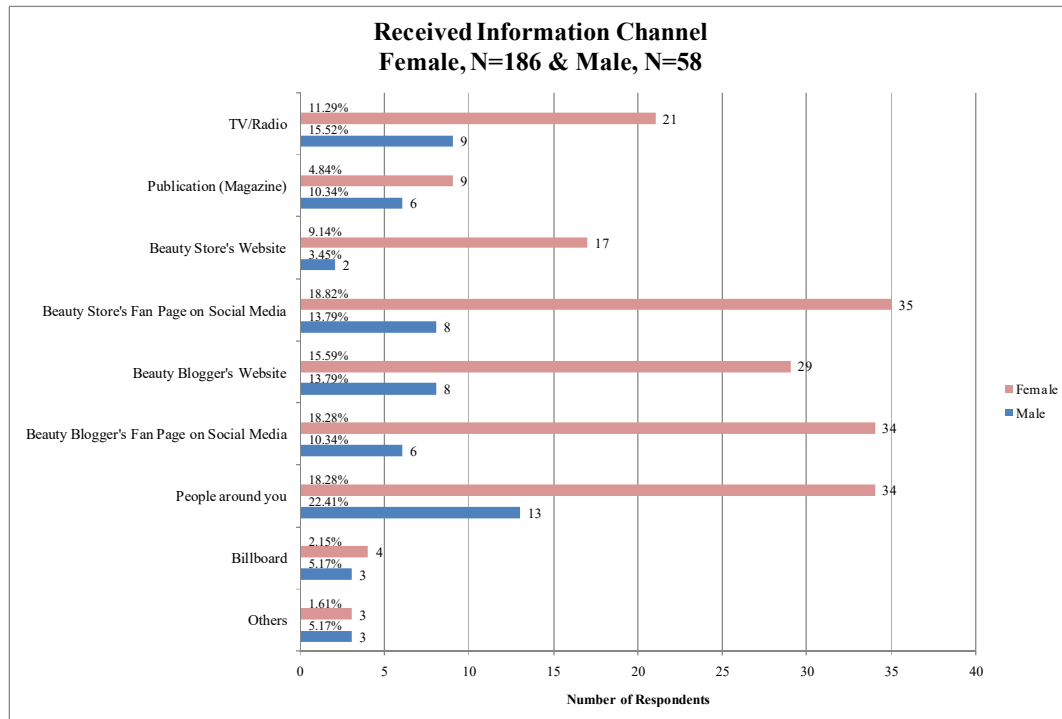
**Figure 12: Purchase Location (By Gender)**



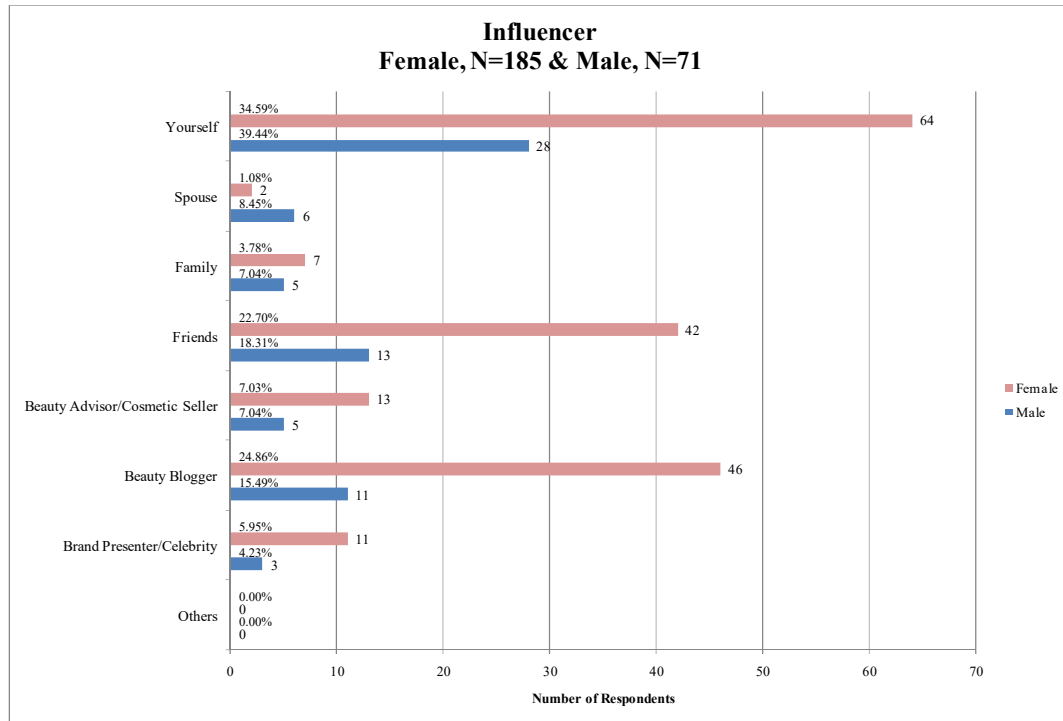
**Figure 13: Type of Japanese Facial Skincare Products (By Gender)**



**Figure 14: Information Received Channel (By Gender)**



**Figure 15: Influencer (By Gender)**



### Section 3. TEST OF RELIABILITY

The results of Cronbach's Alpha of each factor are as following (1) country of origin 0.793; (2) quality perception 0.640; (3) physical outlook 0.860; (4) reasonable price 0.555; (5) customer experience 0.795; (6) third-party endorsement 0.892; and (7) purchase decision 0.828. Even though the Cronbach's Alpha of quality perception and reasonable price are lower than standardized threshold at 0.7, treatment is required for these variables. However, either one out of three question items have been removed and re-tested again, the Cronbach's Alpha of these variables have not been improved significantly. Moreover, these variables are critical for testing hypotheses; therefore, two of them still enter to multiple regression model for further analysis.

Table 13. Cronbach's Alpha Results

<b>Variables</b>	<b>Cronbach's Alpha</b>
Country of Origin	0.793
Quality Perception	0.640
Physical Outlook	0.860
Reasonable Price	0.555
Customer Experience	0.795
Third-Party Endorsement	0.892
Purchase Decision	0.828

#### Section 4. UNIVARIATE ANALYSIS

Mean score of independent variables before entering to multiple regression model shows that the majority of respondents do not feel extremely agree or extremely disagree on evaluation of all independent variables including country of origin, quality perception, physical outlook, reasonable price, customer experience, and third-party endorsement. Whereas mean score of dependent variable, purchase decision, indicates which degree respondents are likely to purchase Japanese facial skincare products. Tables 14 shows that the respondents have relatively high mean scores in country of origin (4.251), quality perception (4.116) and customer experience (4.147), while the mean score of physical outlook (3.700), reasonable price (3.636) and purchase decision (3.847) are rather medium. However, the mean score of third-party endorsement is relatively low comparing to other variables, indicating that some respondents valued this variable as lower average score caused by personality, reputation and reliability of third-party endorsement.

Table 14. Mean and Standard Deviation

<b>Variables</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>SE Mean</b>
Country of Origin	109	4.251	0.621	0.059
Quality Perception	109	4.116	0.599	0.057

Physical Outlook	109	3.700	0.863	0.083
Reasonable Price	109	3.636	0.636	0.061
Customer Experience	109	4.147	0.628	0.060
Third-Party Endorsement	109	3.544	0.987	0.095
Purchase Decision	109	3.847	0.765	0.073

In order to understand statistically significant difference in expectedly influencing variables and purchase decision among two genders, an independent sample t-test is employed to assort female respondents and male respondents into each independent group. Table 15 indicates the result of the independent sample t-test showing there is no statistically significance in mean difference as  $p\text{-value} > 0.05$  in the following candidate variables; country of origin, quality perception, physical outlook, reasonable price, customer experience and purchase decision. However, there is a statistically significant difference in mean score regarding to third-party endorsement ( $p=0.020$ ); which could interpret that there is supposed to be a different evaluation between female purchasers and male purchasers in response to this variable.

Table 15. Independent Samples T-test: Difference in male and female in purchase decision

<b>T-test for Equality of Means</b>						
<b>Variables</b>	<b>t</b>	<b>df</b>	<b>Sig. (2-tailed)</b>	<b>Mean Difference</b>	<b>95% Confidence Interval of the Difference</b>	
					<b>Lower</b>	<b>Upper</b>
Country of Origin	0.180	107	0.858	0.024051	-0.240961	0.289062
Quality Perception	-0.064	107	0.949	-0.008298	-0.264135	0.247539
Physical Outlook	0.250	107	0.803	0.046414	-0.322074	0.414902
Reasonable Price	0.701	107	0.485	0.095781	-0.175215	0.366776
Customer Experience	-1.464	107	0.146	-0.196062	-0.461477	0.069353



Third-Party Endorsement	2.365	107	0.020	0.490436	0.079385	0.901487
Purchase Decision	-1.005	107	0.317	-0.164979	-0.490255	0.160297

After investigating through the independent sample t-test analysis, the comparison of mean and standard deviation between female respondents and male respondents respecting to third-party endorsement is required. Table 16 illustrates the result of mean score of this finding. It has been shown that, regarding to third-party endorsement, female's mean score (3.679) is largely higher than male's mean score (3.189), interpreting that female respondents in this sample population seem to believe in third-party endorsement as influential factor to purchase decision on Japanese facial skincare products greater than male respondents. Other variables, except for third-party endorsement, show slight difference in mean score between female respondents and male respondents.

Table 16. Mean and Standard Deviation

Factor	Gender	N	Mean	Std. Deviation	SE Mean
Country of Origin	Female	79	4.257	0.618	0.070
	Male	30	4.233	0.638	0.117
Quality Perception	Female	79	4.114	0.618	0.069
	Male	30	4.122	0.557	0.102
Physical Outlook	Female	79	3.713	0.826	0.093
	Male	30	3.667	0.967	0.177
Reasonable Price	Female	79	3.662	0.621	0.070
	Male	30	3.567	0.679	0.124
Customer Experience	Female	79	4.093	0.620	0.070
	Male	30	4.289	0.636	0.116
Third-Party	Female	79	3.679	0.860	0.097

Endorsement	Male	30	3.189	1.209	0.221
Purchase Decision	Female	79	3.802	0.705	0.079
	Male	30	3.967	0.907	0.166

## Section 5. CORRELATION ANALYSIS

In order to answer research question 2 (RQ2), which is being asked that **“What are the critical factors influencing purchase decision on Japanese facial skincare products?”**, hypothesis 1 to hypothesis 6 are driven into correlation analysis by using the Pearson product-moment correlation coefficients to investigate and examine relationship between dependent variable, purchase decision, and prospective independent variables; country of origin, quality perception, physical outlook, reasonable price, customer experience, and third-party endorsement.

Table 17 illustrates the results of Pearson’s correlation analysis between purchase decision and other independent variables. Theoretically, at p-value  $0 < 0.01$  (2 tailed), almost all independent variables appear to have a positive relationship with purchase decision, except for one specific variable, third-party endorsement. In addition, the relationship between purchase decision and following variables; country of origin, quality perception, reasonable price, and customer experience are discovered to be statistically significant. The relationship between purchase decision and physical outlook is reported to be marginally statistically significant. Nevertheless, it is found that there is no statistically significance on relationship between purchase decision and third-party endorsement.

Among all statistically significant relationships between purchase decision and independent variables, table 17 also illustrates that customer experience showing the highest positive coefficient at 0.683, following by quality perception at 0.571, country of origin at 0.472, and reasonable price at 0.436 respectively. The relationship between purchase decision and physical outlook is positive, but relatively statistically significant at 0.190, when comparing with other independent variables. Unexpectedly, the relationship between purchase decision and third-party endorsement shows the

lowest negative relationship with no statistically significance at -0.096.

Table 17. Pearson's Correlation Coefficients Between Purchase Decision and Hypothesized Variables

	Country of Origin	Quality Perception	Physical Outlook	Reasonable Price	Customer Experience	Third-Party Endorsement
Purchase Decision	0.472**	0.571**	0.190*	0.436**	0.683**	-0.096
** Correlation is significant at the 0.01 level (2-tailed).						
* Correlation is significant at the 0.05 level (2-tailed).						

The result implies that the four main factors including country of origin, quality perception, reasonable price and customer experience have strong relationship with purchase decision on Japanese facial skincare products. Physical outlook seems to have slightly relatively significant relationship to purchase decision. However, third-party endorsement seems to have no statistically significant relationship to purchase decision. Therefore, according to correlation matrix, hypothesis 1, 2, 4 and 5 are statistically accepted. Hypothesis 3 is partially accepted because of slightly statistically significance, while hypothesis 6 is rejected because of statistically insignificance.

## Section 6. MULTIPLE REGRESSION ANALYSIS

In order to continuously prove for corresponding hypotheses, multiple regression is employed for further analysis. Multiple regression will provide an approach to appraise a contribution of each independent variable towards a dependent variable. Thereby, all independent variables including country of origin, quality perception, physical outlook, reasonable price, customer experience, and third-party endorsement as well as dependent variable, purchase decision, will enter into multiple regression model for this analysis.

Table 18. Multiple Regression Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748 <sup>a</sup>	.560	.534	.522150
a. Predictors: (Constant), Third-Party Endorsement, Quality Perception, Physical Outlook, Reasonable Price, Customer Experience, Country of Origin				

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.420	6	5.903	21.652	.000 <sup>b</sup>
	Residual	27.809	102	.273		
	Total	63.229	108			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Third-Party Endorsement, Quality Perception, Physical Outlook, Reasonable Price, Customer Experience, Country of Origin						

Coefficients <sup>a</sup>										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	-.507	.471		-1.076	.284	-1.441	.427		
	Country of Origin	.244	.112	.198	2.181	.032	.022	.467	.522	1.917
	Quality Perception	.163	.128	.128	1.273	.206	-.091	.418	.428	2.339
	Physical Outlook	-.021	.065	-.023	-.320	.749	-.149	.107	.814	1.228
	Reasonable Price	.176	.093	.146	1.897	.061	-.008	.359	.728	1.373
	Customer Experience	.577	.110	.473	5.265	.000	.360	.795	.533	1.875
	Third-Party Endorsement	-.088	.053	-.114	-1.679	.096	-.192	.016	.939	1.065
a. Dependent Variable: Purchase Decision										

Table 18 shows the result of multiple regression from testing all prospective variables, the goodness of fit given by the coefficient of Adjusted R-Square with a value of 0.5343, entailing that the variance in purchase decision as dependent variable can be explained by these 6 independent variables, and the model is reliable at 53.43%.

ANOVA analysis is then employed to investigate the creditability of relationship between dependent variable and independent variables. As mention in table 18, the statistically significant value given by Significance F of 0.0000, which is lower than threshold p-value at 0.05 or at 95% confidence interval, implying that result from the regression model is statistically significant.

Table 18 also displays p-value significance resulting from multiple regression analysis. The result shows the strongest statistically significant relationship of purchase decision with customer experience (0.0000), and with country of origin (0.0315). In addition, there is a relatively statistically significant relationship of purchase decision with reasonable price (0.0606), and with third-party endorsement (0.0962). Plus, the relationship between purchase decision and quality perception shows relatively low statistically significance at (0.2060). By contrast, the relationship between purchase decision and physical outlook rather indicates no statistically significance (0.7494) since p-value is significantly higher than standard threshold at 95% confidence interval.

Regarding to the sign of each independent variable towards dependent variable, it has been showed that the following variables; country of origin, quality perception, reasonable price and customer experience giving a positive relationship towards purchase decision; whereas, the following variables; physical outlook and third-party endorsement giving a negative relationship towards purchase decision.

According to the result of multiple regression analysis, among all independent variables, customer experience has the highest critical impact on purchase decision, following by country of origin as the second-highest critical impact critical on purchase decision. Reasonable price and third-party endorsement show slightly less critical impact on purchase decision respectively. As a result, four hypotheses (hypothesis 1, 4, 5, and 6) out of six hypotheses in research question 2 (RQ2) received support from statistically significance as per conducted by multiple regression analysis. On

the contrary, quality perception and physical outlook show no critical impact on purchase decision.

The findings from multiple regression analysis are slightly different from the findings from correlation analysis. Quality perception that was confirmed to be significantly and positively related to purchase decision is rather turned to be rejected at significance level as a result of regression analysis. However, physical outlook was confirmed to have no statistically significance related to purchase decision is again confirmed to be rejected at significance level as a result of regression analysis.

The different findings of these independent variables between correlation analysis and multivariate analysis are probably resulted from multi-collinearity, which will actually change the stability of multiple regression model and its results. Multi-collinearity is a phenomenon in which two or more independent variables are highly correlated. To understand multi-collinearity problem, tolerance value and variance inflation factor (VIF) are used to measure its correlation in the multiple regression. According to table 18, all tolerance values of six independent variables are not lower than 0.2 as threshold value. In addition, no independent variable has reported  $> 5$  in variance inflation factor (VIF) values. Consequently, it is concluded that there is no strong multi-collinearity in this regression model.

Even though the stability of a regression model is acceptable from tolerance value and variance inflation factor (VIF) analysis, quality perception has rather shown a relatively high VIF value at 2.339 and country of origin has also shown at 1.917. Therefore, multi-collinearity is still suspected to occur among those independent variables. Then, correlation between independent variables is further analyzed in the following.

Table 19 illustrates the result of Pearson's correlation coefficient between independent variables and dependent variable in the regression model. The result indicates that customer experience (0.683), quality perception (0.571), country of origin (0.472) and reasonable price (0.436) are highly and significantly correlated to purchase decision. Physical outlook (0.190) is marginally significantly correlated to purchase decision. Whereas, third-party endorsement (-0.096) show slightly significantly to purchase decision.

Table 19. Pearson's Correlation Coefficients among Hypothesized Variables

	Country of Origin	Quality Perception	Physical Outlook	Reasonable Price	Customer Experience	Third-Party Endorsement	Purchase Decision
Country of Origin	1						
Quality Perception	0.632 **	1					
Physical Outlook	0.332 **	0.112	1				
Reasonable Price	0.257 **	0.336 **	0.126	1			
Customer Experience	0.351 **	0.578 **	0.253 **	0.468 **	1		
Third-Party Endorsement	0.030	0.019	0.041	0.192 *	-0.037	1	
Purchase Decision	0.472 **	0.571 **	0.190 *	0.436 **	0.683 **	-0.096	1
** Correlation is significant at the 0.01 level (2-tailed).							
* Correlation is significant at the 0.05 level (2-tailed).							

However, there are other findings related to these variables; country of origin, quality perception, reasonable price and customer experience, which have different results between correlation analysis and multiple regression analysis. Correlation result of physical outlook is reported to be slightly significant relative to purchase decision at 0.190, while the multiple regression model suggests there is no statistical significance at 0.749 in relationship between physical outlook and purchase decision. In addition, correlation result of third-party endorsement is reported to be no statistically significant relation to purchase decision at -0.096, but it is partially accepted in the multiple regression at 0.096. Lastly, correlation result of quality perception is shown to be highly statistically significant relative to purchase decision at 0.571, while it was rejected in the multiple regression model at .206.

The above findings from correlation result are probably the main reasons to explain why



significant relationships between independent variables and dependent variable have been changed when all independent variables have entered to the multiple regression model. Although the multi-collinearity scrutinized by tolerance value and VIF analysis is reported no problem to largely effect to regression model, some variables in the model still individually impact on some independent variables including quality perception, physical outlook and third-party endorsement.

## Section 7. HYPOTHESES SUMMARY

To answer research question 2 (RQ2), the hypothesis 1-6 are proposed to determine critical factors that influence purchase decision on Japanese facial skincare products. The hypotheses were tested using Pearson's correlation coefficient to find mutual relationships between hypothesized factors and purchase decision. In addition, the hypotheses are further tested to assess the impact of these factors on purchase decision as dependent variable. The following is the summary of tested hypotheses.

### **RQ2: What are the critical factors influencing purchase decision on Japanese facial skincare products?**

**Hypothesis 1 is accepted**, indicating that there is a statistically significant relationship between country of origin and purchase decision on Japanese facial skincare products. In addition, country of origin is also evidenced to be statistically significance with purchase decision in the multiple regression model.

**Hypothesis 2 is partially accepted**, indicating that there is a statistically significant relationship between quality perception and purchase decision on Japanese facial skincare products. However, quality perception is reported no statistically significance with purchase decision in the multiple regression model.

**Hypothesis 3 is partially accepted**, indicating that there is a relatively statistically significant relationship between physical outlook and purchase decision on Japanese facial skincare products. However, physical outlook is reported no statistically significance with purchase decision in the multiple regression model.

**Hypothesis 4 is partially accepted**, indicating that there is a statistically significant relationship between reasonable price and purchase decision on Japanese facial skincare products. In addition, reasonable price is also evidenced to be relatively statistically significance with purchase decision in the multiple regression model.

**Hypothesis 5 is accepted**, indicating that there is a statistically significant relationship between customer experience and purchase decision on Japanese facial skincare products. In addition, customer experience is also evidenced to be statistically significance with purchase decision in the multiple regression model.

**Hypothesis 6 is rejected**, indicating that there is a no relatively statistically significant relationship between third-party endorsement and purchase decision on Japanese facial skincare products. In addition, physical outlook is also reported slightly statistically significance with purchase decision in the multiple regression model.

## CHAPTER 5. CONCLUSION

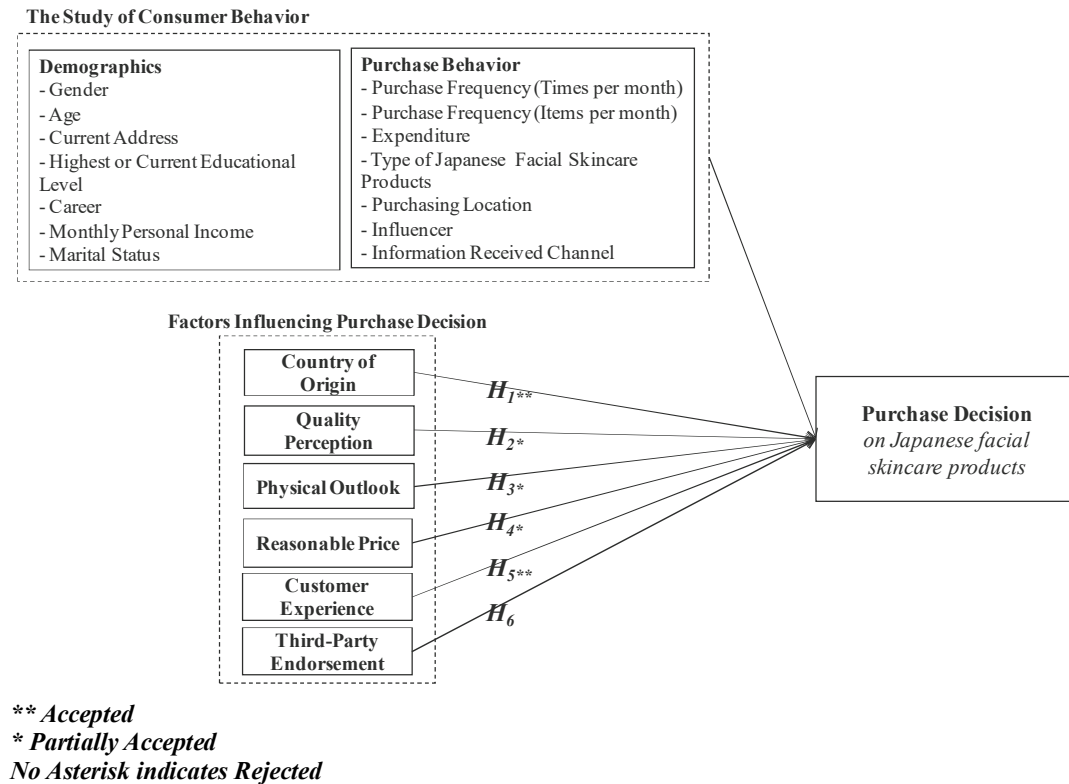
The ultimate objectives of this study are to understand the purchase behavior of Thai consumers as well as to discover the critical factors dominating purchase decision on Japanese facial skincare products. In order to reach the research goals, the study has been developing to exercise consumer behavior theory, to empirically experiment the conceptual model, which has been carefully constructed from several literature reviews and validated research papers, and to apply with recently-kept data from Thailand.

Seven of consumer behavior questions are developed; together with, six candidate factors including (1) country of origin (2) quality perception (3) physical outlook (4) reasonable price (5) customer experience, and (6) third-party endorsement are selected to prove relationship with purchase decision, investigating by various analyses. These six variables are hypothesized to have a positive impact on purchase decision on Japanese facial skincare products from Thai consumer's perspectives.

To validate hypotheses, the questionnaire is well-established and distributed to consumers in Thailand. Qualified participants, who passed the criteria of genuine Thai nationality and have purchased any Japanese facial skincare products in the past 6 months, come into the sampling of this study. Out of 132 respondents participating this survey, there are finalized 109 respondents who met the screening qualification.

The statistical tools, SPSS and SAS, are then employed for investigation including descriptive statistics for profiling respondent's demographics and purchase behavior, descriptive statistics with cross-tabulations analysis for profiling respondent's demographics and purchase behavior into female and male, reliability analysis for validation of likert-scale, independent sample t-test for analyzing the differences among gender, correlation analysis for testing the hypotheses, and finally multiple regression to observe statistically significance between independent variables and dependent variable. The results of examined hypotheses are summarized in figure 16.

**Figure 16: A Conceptual Model of Consumer Behavior and Factors Influencing Purchase Decision on Japanese Facial Skincare Products with Results**



## Section 1. PRINCIPAL FINDINGS, IMPLICATIONS OF STUDY AND DISCUSSIONS

Regarding to demographics, it seems that female consumers pose a greater opportunity and show higher interest in purchasing Japanese facial skincare products than male consumers by seeing from the higher number of participants in this survey. Younger female consumers between 19 and 35 years old show relatively more interest in purchasing Japanese facial skincare products than older female consumers, suggesting the manufacturers should develop skincare products to the younger generation as the prime target group. While younger male consumers between 26 and 35 years old pose another business opportunity as new and niche market. Majority of both genders reside in Bangkok, suggesting that urban area is more attractive in expansion of Japanese facial skincare business than suburb. Majority of both Thai female and male consumers hold in master's degree,

following by bachelor's degree, suggesting that most of Thai consumers are well-educated, and tend to seek for information by themselves before making a decision on purchasing Japanese facial skincare products. Most of them are employed in the private company, while some are students and self-employed. In addition, majority of Thai female consumers, who participating this survey, are white-collar workers and those women have high tendency to purchase Japanese facial skincare products. Income cluster is varying depending on what occupation consumers are working. Even though the majority of Thai female's income is bunched in 15,001 – 30,000 THB, those consumers whose monthly income is above 30,001 THB are also a large number; suggesting that Thai female consumers have relatively high purchasing power if the product's price is affordable. On the contrary, it seems that Thai male consumers' income is clustered at 50,001 – 70,000 THB, but they show lower interest in Japanese facial skincare products than female consumers; suggesting that grooming products might be positioned in premium in Thailand market. Surprisingly, almost all of respondents in both genders are single, posing a remarkable notice to the product developers to think of skincare products serving this group of consumers.

Regarding to purchase frequency in number of times per month, majority of consumers in both genders often purchase Japanese facial skincare products less than once a month or once a month, indicating that they are urban consumers working in the city center and having a very busy life-style. This reminds the skincare manufacturers to promote products to comfort and speed up consumer's active lifestyle. 3-in-1 or multi-functional skincare products might be recommended from this interpretation. In addition, although the study has focused on visibly physical beauty stores as offline channel, online channel should be increased to align with their time-occupied environment.

Regarding to purchase frequency in amount of items per month, it seems to see a big clear picture of Japanese facial skincare fans (often purchase 2-3 items per month) and non-fans (purchase less than one item per month) in both genders. This result reports there are Made-in-Japan customer groups in both genders in Thailand, where market opportunity is available to enter in. However, regarding to expenditure on Japanese facial skincare products, majority of consumers often spend  $\leq$

1,000 THB, 1001-2,000 THB and 2,001-3000 THB per month respectively, in which male consumers seem to spend more than female consumers. This implies the pricing strategy is necessary before Japanese facial skincare products are imported to Thailand market because the result has shown that, to some extent, Thai consumers are price sensitivity.

Regarding to purchase destination, Watsons clearly plays major role in skincare retail stores in Thailand, reporting by both genders. However, Japanese-brand beauty store, Matsumoto Kiyoshi, comes into the second rank, and UK-brand beauty store, Boots, comes into the third rank for female consumers. Tsuruha is still falling behind local brand, Eve and Boy, as per suggested by female consumers. By contrast, Thai male consumers often visit Boots in order to purchase Japanese facial skincare products, while they rank Japanese-brand beauty stores, Matsumoto Kiyoshi and Tsuruha, equally. This result suggests the marketers to consider which store they should put products on a shelf in order to grab the right target customers in each gender. Even though Mathumoto Kiyoshi and Tsuruha have just arrived to Thailand in 2015, they also receive warmly welcome and attention from Thai consumers, especially from female.

Regarding to type of Japanese facial skincare products which consumers often purchase, it found out that Thai consumers often purchase Japanese cleansing products as the top-rank for female consumers, while Japanese sun-screen products are the top-rank for male consumers. For female consumers, sun-screen, facial mask and toner/moisturizer are also often purchased. Surprisingly, Japanese acne-care, anti-aging and eye-care products are not well popular among Thai consumers in both genders, suggesting the product promoters to highlight these types of product.

Regarding to information received channel, SNS is the best communication channel for news and advertisement in this moment. Thai female consumers receive commercial news through (1) beauty store's fan page on social media, (2) beauty blogger's fan page on social media, and (3) beauty blogger's website as major channels respectively. The result suggests the retail stores should establish their own fan page and website to rapidly communicate information to local consumers. Surprisingly, people around you, such as colleagues, as word of mouth, are another critical tube to receive information for female consumers. By contrast, Thai male consumers seem to majorly

receive information from people around you as the first channel. In addition, Thai male consumers get commercial news through TV/Radio and publication such as magazines as equal as they get from SNS. Thai male consumers barely receive advertisement via beauty store's website, which is totally opposite to Thai female consumers. These findings suggest traditional marketing can attract only Thai male consumers recently, while Thai female consumers majorly use social media as usual.

Regarding to influencers, both female and male seem to trust themselves in purchase decision on Japanese facial skincare products rather than trust others; indicating that Thai consumers try to find information by their own before making decision. The source of online information is large and varying in the internet; therefore, the marketers have to know which source Thai consumers often use to find skincare information. In addition, Thai female consumers seem to trust beauty blogger as the second rank of influencer, following by friends as the third rank. The result has been aligned with the above finding which indicates that they receive news and information through beauty blogger's SNS and people around you. Simultaneously, Thai male consumers report that they trust themselves in purchase decision as the same level as female. Moreover, Thai male consumers trust friends more than they trust beauty bloggers as influencer on Japanese facial skincare products. These findings are aligned with finding from received information channels, which indicates that even though they receive the news from various channels, they seem to trust themselves in making final decision in purchasing Japanese facial skincare products.

Regarding to factors influencing purchase decision, it has been shown that country of origin and customer experience are the most statistically significant factors related to purchase decision. The role of country of origin is still highly significant in purchase decision among Thai consumers (Anantaya & Sirada, 2009). The result has been aligned with Pavinee & Phatnaree (2011) mentioned that Thai consumers have higher tendency to purchase imported skincare products from Japan as country of origin since Thai consumers perceived Japan as earlier industrialized country. In addition, customer experience is also considered as one of the important factors affecting to purchase decision. The result is correspondingly to Rossarin's study (2011) finding that psychological attributes as customer experience have a positive relationship with repurchase intention to Korean cosmetics

among Thai consumers.

Quality perception, physical outlook, and reasonable price are marginally statistically significant factors related to purchase decision. The result is aligned with finding from Ormphicha (2015), which indicated that perception of product quality and affordable price are two of the significant factors influencing to purchase decision among Thai consumers. In addition, physical outlook, in other words, packaging is also significant to consumer's buying decision as well (Rohmpruge, 2004).

However, third-party endorsement is not statistically significant factor related to purchase decision. While Nussara (2007) stated that celebrity endorsement is one of the way to lead consumers to differentiate one product from another, resulting in purchase decision for Thai consumers, Barnes & Yamamoto (2008) and Yanin (2016) denied that celebrity actually fails to influence purchase decisions. Jitpisut & Ramrada (2012) also pinpointed that online third-party opinion can only distract consumers in considering products, but it cannot make totally impact to final purchase decision. The result of this study seems to agree with them.

## Section 2. RESEARCH LIMITATIONS

This study is conducted within several limitations that might constraint the result and interpretation of the findings. First of all, in order to reflect the true consumer's perspectives in Thailand, a larger amount of population is required, especially male consumers whom number of male participants are relatively low and might not be able to reflect deeper male consumer perception. Therefore, total sampling size in this study might not be able to straightly evaluate the perception of all Thai consumers towards purchase decision on Japanese facial skincare products. Therefore, the result of hypotheses used these variables should be interpreted with caution. In addition, there are some low reliable variables appearing in the regression model. Even if the overall scale reliability resulted from this study is relatively high, low reliability was found in case of quality perception, physical outlook and reasonable price. Moreover, the findings could not be considered other potential variables, such as promotion, which might be significant factors affecting to purchase



decision. Another limitation is the influence of demographic characteristics of the respondents in this study; for example, the address, age and education of the sample population is relatively concentrated in both genders. The lack of online shopping aspect is plus limitation since the study focuses only physical stores.

Therefore, the findings from this study should be interpreted and applied carefully. The purchase behavior and the critical factors influencing purchase decision on Japanese facial skincare products might not be fully generalized to all Japanese facial skincare users in Thailand. However, even though owning the limitations of the study, the results have provided the fundamental understandings regarding purchase behavior and factors influencing purchase decision on Japanese facial skincare products based on contemporarily data, which can be utilized for the future research.

### Section 3. FUTURE RESEARCH

This study has expanded the body of knowledge regarding consumer behavior and the factors influencing purchase decision, focusing on Japanese facial skincare products and applying to consumers in Thailand. Although there are some limitations and unexpected results, the findings of the study can be exploited to further study of consumer behavior and what factors will impact on purchase decision on any kind of consumer products. It is hoped that this empirical study will provide the future researchers, the manufacturers, the entrepreneurs, the retailers as well as the marketers with interesting findings in the issue of consumer behavior and purchase decision on Japanese facial skincare products.

Additional branches of research are still required to shed light on the fundamental of consumer behavior as well as the critical factors influencing purchase decision. Future researches should minimize or shave the mentioned limitations. Increasing the scale of quantitative research, a number of sampling size in both genders, will provide a great understanding of Thai consumer behavior and the critical factors influencing purchase decision as well. To enhance understanding of this issue, further studies might cover another viewpoint from consumer perspectives with different types of products, industries or even countries. Twisted stories such as purchase intention,

repurchase, impulsive purchase, brand switching, or probably multi-brand loyalty are interesting topics for future studying. Extra empirical studies of consumer behavior and purchase decision are necessary to affirm or argue the suggestions generated from qualitative or qualitative studies. Another view of interpretation inside the consumer behavior is also required to further understand consumers in different angles. In addition, further researches might include unobserved but potential factors, which have not taken into account in this study such as marketing communication, variety of products and etc. for further exploration.

The findings from these additional studies would potentially provide different points of view on consumer behavior and purchase decision.

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## APPENDIX A. QUESTIONNAIRE

### Questionnaire

#### The Study of Consumer Behavior and The Exploration of Factors Influencing Purchase Decision on Japanese Facial Skincare Products

This questionnaire is designed to study consumer behavior as well as to investigate the critical factors influencing purchase decision on Japanese facial skincare products in beauty stores in Thailand. Your answers will be kept confidentially as academic research purpose only. The researcher is currently studying Master of Business Administration (MBA) at Waseda University, Japan. If you have any questions regarding to this questionnaire, please contact researcher at wechaurai@akane.waseda.jp

Thank you very much for your kind response.

In this questionnaire, terms of definition are as following;

**Facial Skincare Product:** *The skincare products which are specifically used on the face area covering to around eye and neck. The type of facial skincare products; for example, are cleanser, moisturizer, sun-screen and etc.*

**Beauty Store:** *A place where cosmetics, skincare, supplementary, household product, medicine and beauty-related products are sold under the same site. The examples of beauty store in Thailand include Matsumoto Kiyoshi, Tsuruha, Watsons, Boots, Eve and Boy, Beautrium and etc. Drugstore, personal care store, cosmetics store or other stores which similar products mentioned above are sold is also considered “beauty store” for this study.*

**Direction:** Please select one answer for each question by marking (✓) the appropriate answer

#### Part 1: Screening Questions

1. If you are Thai, please check though the box below.

☐ Yes I'm Thai

2. Have you purchased any Japanese facial skincare products in beauty stores in Thailand in the past 6 months?

☐ Yes ☐ No (End of Questionnaire)

**Part 2: Consumer Behavior**

1. Frequency of purchasing Japanese facial skincare products in beauty stores in Thailand per month. **Single selection**

☐ Less than once a month ☐ Once a month ☐ 2 times per month  
☐ 3 times per month ☐ 4 times per month ☐ > 4 times per month

2. How many items do you purchase Japanese facial skincare products in beauty stores in Thailand per month? **Single selection**

☐ Fewer than one item per month ☐ 1 item per month ☐ 2-3 items per month  
☐ 4-5 items per month ☐ > 5 items per month

3. Expenditures on Japanese facial skincare products in beauty stores in Thailand THB per month. **Single selection**

☐ ≤ 1,000 THB ☐ 1,001 – 2,000 THB ☐ 2,001 – 3,000 THB  
☐ 3,001 – 4,000 THB ☐ 4,001 – 5,000 THB ☐ ≥ 5,001 THB

4. What types of Japanese facial skincare products do you often purchase in beauty stores in Thailand? **Multiple selection**

☐ Cleansing ☐ Toner/Moisturizer ☐ Serum  
☐ Whitening ☐ Acne-care ☐ Anti-aging



☐ Eye-care                      ☐ Sun-screen                      ☐ Facial Mask

☐ Others (please fill in \_\_\_\_\_)

5. Which beauty stores in Thailand do you often go to purchase Japanese facial skincare products? **Multiple selection**

☐ Matsumoto Kiyoshi                      ☐ Tsuruha                      ☐ Watsons

☐ Boots                      ☐ Eve and Boy                      ☐ Beautrium

☐ Others (please fill in \_\_\_\_\_)

6. Who does influence you to purchase Japanese facial skincare products in beauty stores in Thailand? **Multiple selection**

☐ Yourself                      ☐ Spouse                      ☐ Family

☐ Friends                      ☐ Beauty Advisor/Cosmetic Seller                      ☐ Beauty Blogger

☐ Brand Presenter/Celebrity                      ☐ Others (please fill in \_\_\_\_\_)

7. Where do you mostly receive information for Japanese facial skincare products in beauty stores in Thailand? **Multiple selection**

☐ Advertisement (TV, Radio)                      ☐ Publications (Magazines)

☐ Beauty Store's Fan Page Social Media                      ☐ Beauty Store's Website

☐ Beauty Blogger's Fan Page Social Media                      ☐ Beauty Blogger's Website

☐ People around you                      ☐ Billboard                      ☐ Others (\_\_\_\_\_)

**Part 3: Factors Influencing Purchase Decision**

Please indicate how strongly you agree or disagree with the statements below. Please rate them by marking (✓) the appropriate answer from strongly disagree (1) to strongly agree (5).

Factors	1	2	3	4	5
<b>Country of Origin</b>					
(1) Japan has a good reputation in facial skincare product manufacturing.					
(2) Japan is more reliable than other competitive countries in facial skincare industry.					
(3) Japan has suitable resources for ingredients in facial skincare production.					
<b>Quality Perception</b>					
(1) Japanese facial skincare products have high quality.					
(2) Japanese facial skincare products perform better than other country produced facial skincare products.					
(3) I have no allergies after using Japanese facial skincare products.					
<b>Physical Outlook</b>					
(1) Package of Japanese facial skincare products is attractive.					
(2) I like the color range of Japanese facial skincare package.					
(3) Japanese facial skincare package makes a difference at the point of purchase.					
<b>Reasonable Price</b>					
(1) Japanese facial skincare price is reasonable for the quality of the product.					
(2) Japanese facial skincare price is cheaper than other country imported products.					
(3) If the price of Japanese facial skincare products increases significantly, I will keep buying Japanese facial skincare products.					
<b>Customer Experience</b>					
(1) Japanese facial skincare products fit with your personality.					
(2) I have had a good experience when I used Japanese facial skincare products.					
(3) I am satisfied with Japanese facial skincare products					
<b>Third-Party Endorsement</b>					
(1) Personality of third-party endorsement influences on purchasing decision on Japanese facial skincare products.					
(2) Reputation of third-party endorsement influences on purchasing decision on Japanese facial skincare products.					
(3) Reliability of third-party endorsement influences on purchasing decision on Japanese					

facial skincare products.					
<b>Purchase Decision</b>					
(1) When I shop for facial skincare products, I look for Japanese facial skincare products.					
(2) I usually purchase Japanese facial skincare products.					
(3) I will purchase Japanese facial skincare products in the near future.					

**Part 4: Personal Information**

1. Gender

☐ Male

☐ Female

☐ Others

2. Age

☐ 18 or lower

☐ 19-25

☐ 26-30

☐ 31-35

☐ 36-40

☐ 41-45

☐ 46-50

☐ 51 or higher

3. Current address

☐ Bangkok

☐ Apart from Bangkok

4. Highest or current educational level

☐ Certificate/Diploma or equal ☐ Bachelor's

☐ Master's

☐ Ph.D.

☐ Others (please fill in \_\_\_\_\_)

5. Career

☐ Student

☐ Employee

☐ Self-employed

☐ Government Officer      ☐ Others (please fill in \_\_\_\_\_)

6. Monthly personal income (THB)

☐  $\leq 15,000$  THB      ☐ 15,001 – 30,000 THB      ☐ 30,001 – 50,000 THB

☐ 50,001 – 70,000 THB      ☐  $\geq 70,001$  THB

7. Marital status

☐ Single      ☐ Married      ☐ Divorced

☐ Others (please fill in \_\_\_\_\_)